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**A New Gladiolus "RED PHIPPS" See Page One**

***LONG'S* Garden Book**  
**Spring 1932**

***THE J. D. LONG SEED COMPANY***  
**Boulder, Colorado**



... the GLAD  
you are hearing so much about

# Betty Nuthall

Originated by Carl Salbach

Betty Nuthall is the glory of the whole garden. The plants are tall and vigorous, the spikes very long, strong and graceful. The color is glowing orange pink with pale orange throat and a light feathering of carmine. The florets are often six inches across, of splendid substance and placement. Eight or more open at once.

This variety blooms from mid-season until late. It is wonderful in the garden and most beautiful indoors. The tip buds open perfectly in water. A very rapid increaser.

In 1930 Betty Nuthall was awarded first prize in the three spike class and was in the winning five basket class at the A. G. S. Show at Des Moines, Iowa. At the East Bay Gladiolus Society Show, Oakland, Calif., and in the Illinois Gladiolus Show it was awarded firsts in the three spike classes and for the best basket.

Awarded first prize as single spike shown in California Festival, 1931.

**Betty Nuthall Large Bulbs**  
Each 25c; 6 for \$1.00

**Betty Nuthall Medium Bulbs**  
2 for 20c; 13 for \$1.00

**Betty Nuthall Small Bulbs**  
4 for 20c; 26 for \$1.00

**Betty Nuthall Bulblets**  
100 for 30c; 400 for \$1.00

For larger lots refer to following pages.



## BETTY NUTHALL LONG SEASON ASSORTMENT

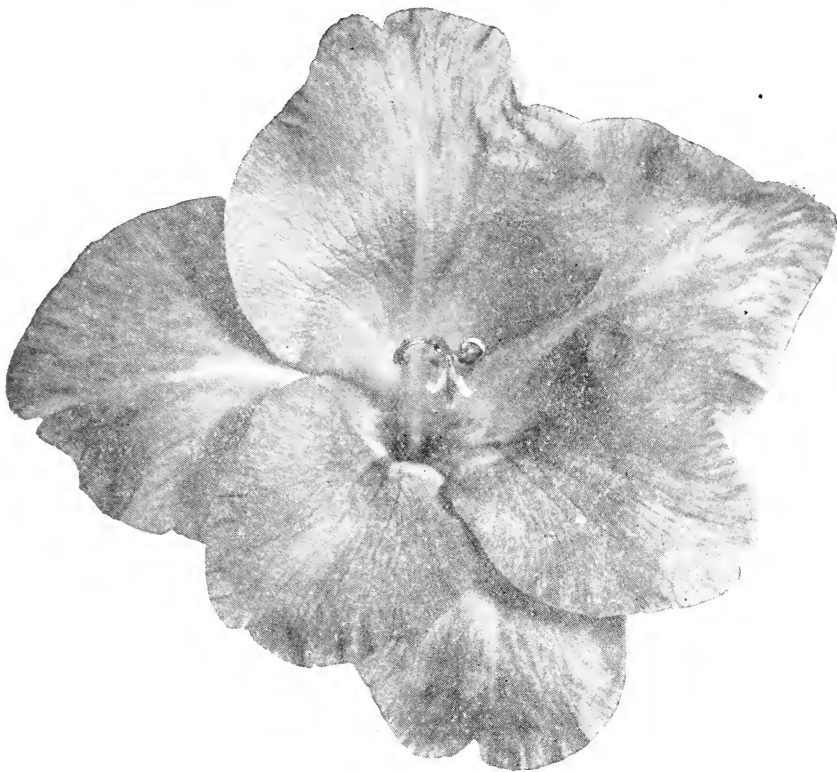
This assortment will be all Betty Nuthall variety, but the bulbs will be mixed sizes, from about ½ inch up to 1¼ inches or so. The idea is that different size bulbs bloom at different times. So by planting the assorted sizes you get a **Long Season of Bloom** from the one planting.

3 LARGE BULBS  
4 MEDIUM BULBS  
5 SMALL BULBS

{ PREPAID \$1.00 }

4 Assortments for  
\$3.60  
Prepaid





### A New Glad—Red Phipps. "I Hope You Like It"

A Phipps seedling, originated by Mrs. Briggs, the florets resembling Phipps, but a very pleasing shade of red.

The illustration shown above, and also the one on front cover page are from blossoms found in the field late in season, grown from bulblets planted last spring.

The blossom on cover gives a fairly good idea of the color tone, but neither illustration is quite fair to the Glad in matter of form. Not many to select from.

Red Phipps is good in every way. Not so many blossoms open at a time as with Phipps, but better in a number of other points. Not so spectacular as Phipps often is.

I'm introducing Red Phipps without ballyhoo. Do not claim it to be a world beater. But believe you will like it very much. Am making the prices very reasonable for a new introduction.

**Here's my more than fair offer!** If, next fall you are not well pleased with Red Phipps, return all your stock of it at my expense and I'll let you select from my 1932 fall catalogue any other Glads to the amount you invested in Red Phipps. Thus, you do your own judging and appraising.

This same offer applies to your purchases of Gold Mine and Miss Greeley. But to no other varieties. And the time limit for returning stock is November 1st, 1932.

**Red Phipps Large Bulbs.....Each \$2.00; 5 for \$8.00; 10 for \$15.00**  
**Red Phipps Medium Bulbs.....Each \$1.00; 5 for \$4.00; 10 for \$7.50**  
**Red Phipps Small Bulbs.....Each 40c; 5 for \$1.70; 10 for \$3.00**

#### RED PHIPPS LONG SEASON ASSORTMENT

One bulb each of the 6 standard sizes, Nos. 1, 2, 3, 4, 5, and 6, for \$5.00. 3 Assortments for \$12.50. All Red Phipps bulbs prepaid.

### That Glorious Glad from Canada—"Picardy"

The salmon tinted shrimp pink Glad that was the sensation at every show where good specimens of it were exhibited last summer. Originated by E. F. Palmer. Introduced by Elmer E. Gove. It's so good that I don't care whether I sell any of my stock of it this season, as think worth more to plant. But here are the introducers prices for my true to name healthy bulbs and bulblets of Picardy.

**(No. 1 Bulbs. Each, \$10.00; 10 for \$80.00.) (No. 2 Bulbs. Each, \$8.00; 10 for \$64.00.)**  
**(No. 3 Bulbs. Each, \$6.00; 10 for \$48.00.) (No. 4 Bulbs. Each, \$5.00; 10 for \$40.00.) (No. 5 Bulbs. Each, \$3.50; 10 for \$25.00) (Bulblets. Each, \$1.00; 10 for \$8.00.) 5 bulbs or bulblets at the 10 rates. All priced prepaid by me.—J. D.**

# Gladiolus—The King of Flowers

Glads are so easy to grow that even if you don't have good "luck" with flowers, as a rule, you can hardly fail with Glads. It's worth quite a bit to start out with this feeling of success practically assured.

We grow these lovely flowers by planting bulbs, just about the same as we would plant onion sets—no more trouble to plant them than to plant the sets. The bulbs vary much in size, from as small as a large garden pea up to several inches in diameter.

The smallest bulbs are not supposed to bloom the first year, though some of them do. They are planted to grow nice large blooming size bulbs for next year. Growing and increasing Glad stocks from these small bulbs and still smaller bulblets, is another story and an interesting and profitable one. Just now we will talk about growing Glads from the blooming size bulbs—those that give us quick returns in flowers.

On another page (or, if crowded out, in a special folder I'll send when filling each Glad order) will be given detailed, helpful suggestions for planting the bulbs and caring for the growing crop, as well as taking care of the new crop of bulbs that you will harvest next fall.

And that's just one of the many remarkable and delightful points about Glads. You not only get your money's worth, and then some, the first year from the flowers, but when fall comes you are handed back not just as many bulbs as you planted, but still more, as a rule, with a lot of tiny bulblets hanging to the apron strings of the mother bulbs, for good measure.

Show me the fella who started that saying, "You can't eat your cake and keep it too!" I'll bet he never grew Glads. Just think of it! From the one investment you can grow and enjoy Glads for years. With care, you can increase the supply from year to year. Seem's too good to be true, doesn't it?

That's why buying Glad bulbs should not be considered an expense, but an investment. This idea could be carried further, of course, to prove that buying any sort of flower bulbs, plants and seeds, should not be considered an expense, for if growing flowers adds to your happiness and health it isn't altogether an expense, to say the least.

Just what is there about Glads that make them so interesting and fascinating to grow? Sure, they're easy to grow, as I've said. That helps a lot. But that alone would not mean so much. Weeds are easy to grow. What counts is what you've got after you've grown 'em. That's where Glads shine.

Along in July you begin to get your first blooms. A medium size bulb will send up one spike, maybe two. A large bulb usually produces two or three, sometimes four spikes. A spike is the tall shoot that comes out of the leaves and unfurls a flag, so to speak, of blossoms.

Not all the blossoms open at once. A few varieties, like Phipps and some others, will sometimes display all or nearly all the blossoms of a spike at one time. Usually the lower buds unfold, one after another, several a day, thus going up the spike until the topmost buds open. The whole performance lasts a week or ten days. With some varieties, as long as 18 or 20 days. Lower blossoms fade after a few days, as newer ones come out.

It is this gradual unfolding habit that makes the Glad such a satisfactory and profitable flower for florists. They use them by the millions annually. Literally millions of Glad bulbs are planted during the winter, while millions more are grown by florists,

as well as others who sell to florists, during the summer and fall.

The amazing thing about Glads as cut flowers is the fact that the spikes may be cut when the very first bud is partly open, or even before it unfolds at all. After that the spikes may be taken into the house where they will go right on with their schedule of blooming, as though left on the plant in the garden.

Thus the cream of the garden can be transferred into the house, on the dining-room table, in the sick-room, or to decorate a room or entire house. It is not unusual to have these cut spikes in bloom ten days or so indoors. All they ask is water, light and air.

But that's not all. Seems like the Glad has more good points than any other flower. When cut with first buds about to open, the spikes may be shipped hundreds, even thousands of miles, after which they will come forth smiling, and bloom splendidly.

Although popular for years, the Glad is coming into favor more and more as people discover new ways of using it for garden display and as a cut flower. As I've mentioned, few flowers are so welcome in the sick-room, for it is a never-ending joy for the sick or convalescent to watch the buds unfold from day to day—to figure out just how long before the next flower will be full open, and to enjoy the beauty of the flowers individually and collectively.

Having no odor or fragrance, the Glad can be enjoyed by many who could not endure some other flowers in a room.

Much could be said also about using more Glads for garden display. A long period of blooming can be had by planting different varieties, some blooming earlier than others. Also, by planting different size bulbs of same or different varieties. The larger bulbs bloom first, followed by blooms from the smaller bulbs.

Then, too, many kinds send out additional spikes as side shoots. A few even produce good size spikes from the stump after the main spike has been cut. The Los Angeles is especially noted for this, having won the name, "The Cut-And-Come-Again Glad." Plant them in rows, colonies, clumps or masses. A nice way to use them around the house and lawn is to plant each color or kind separately in small groups. Often a bit of space around edges of shrubbery can be utilized this way.

While Glads grown in mixtures are pleasing, yet your Glad joy motor will never hit on all six until you begin to plant named varieties and learn to know each Glad by its own name, same as you know your best and closest friends.

There are today thousands of named Glads, no two just alike. And more being originated and introduced each year. Naturally, one inquires, "Just how long can this continue? Will not every conceivable color, combination of colors, type and form be brought forth ere long?" The answer is, "When there are so many people on earth that no further variation in appearance, habit, etc., is possible, then the limit shall have been reached in Glad origination."

However, out of these thousands, only a few hundred are of outstanding merit. Others will come and go. A few topnotchers are introduced each year, along with many kinds that are no better than the old favorites. Some not so good. It's my job, and the job of anyone who specializes in growing and

selling fine Glads, to sort out the better kinds and discard the less desirable. In the following list you will find a number of the newer and better kinds that will be grown and highly prized long after many others are forgotten. All are good, but some are exceptionally good. If a few are rather too high in price this season for your Glad budget, just wait a year or two until stocks increase and prices decrease.

### Three Size Glad Bulbs

The **LARGE BULBS** will measure (in diameter) from  $1\frac{1}{4}$  to nearly 2 inches, mixed sizes. This size is designated by letter "**L**".

**MEDIUM BULBS** measure  $\frac{3}{4}$  to fully an inch or larger, mixed sizes. These **Medium Bulbs** bloom splendidly, though the large bulbs make still larger spikes or more of them. **Medium Bulbs** are designated by letter "**M**".

**SMALL BULBS** are designated by the letter "**S**". They will average about half-inch in diameter, some larger, some a little smaller. Not sold as blooming sizes, yet many will bloom.

**NOTE:** It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters, **L**, **M**, or **S**.

### What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but many smaller bulbs will bloom, producing smaller spikes.

So for **flowering purposes** there isn't so very much difference one way or the other as to the relative cost of bulbs and the flowers they produce.

But for **increasing stock** medium and small bulbs are much better than the large ones, for producing new, vigorous bulbs and many bulblets.

### Prices, Terms, Delivery

If possible, please make your Glad order total at least \$1.00. Smaller orders, prepaid, are filled at a loss to me. I can be more liberal in filling your Glad order if it runs around \$3.00 or more. The larger the order, the more you get for your money.

Each item on your Glad order must amount to not less than 20c.

**TERMS:** Cash with order, or  $\frac{1}{4}$  cash with order, balance C. O. D. Or send  $\frac{1}{4}$  with order, and balance any time before we ship.

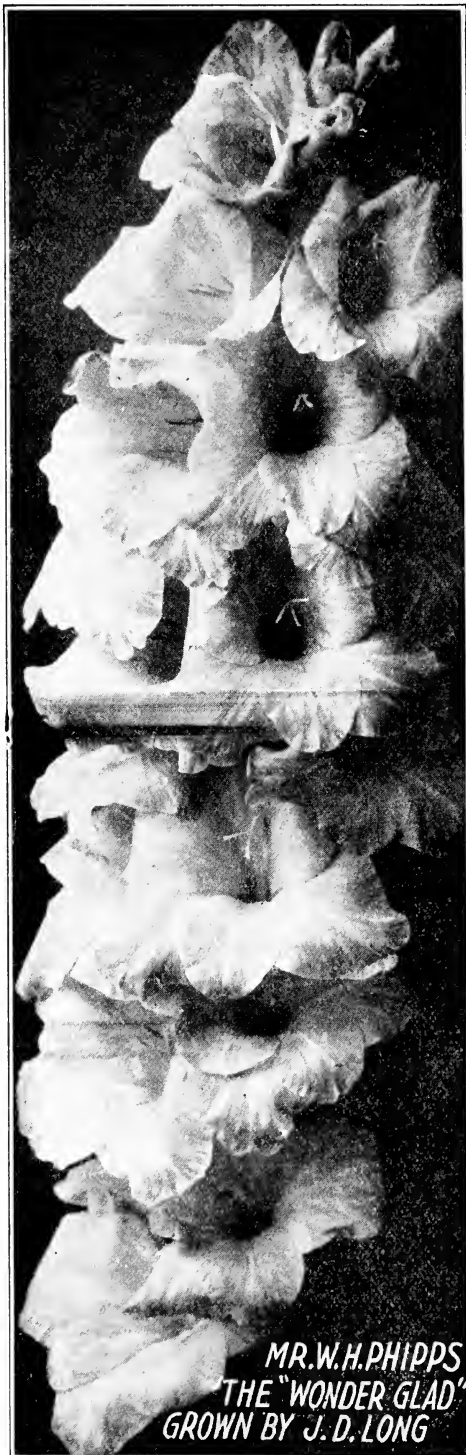
**DELIVERY:** I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

Please do not order in smaller quantities than listed.

If your express office is different from your mail address, please be SURE to give express office address also when ordering.

### *LONG'S* Long Count

As my old customers know, your GLAD orders will be filled most liberally. I could promise you more for your money but like to surprise you by doing better than I offer. The larger the order, the more liberal the overcount.



MR. W. H. PHIPPS  
THE "WONDER GLAD"  
GROWN BY J. D. LONG

## *LONG'S* Gladiolus Bulbs—Splendid Named Varieties

Each item on your Glad order must amount to not less than 20c.

Please do not order in smaller quantities than listed.

If possible, make your Glad order total at least \$1.00. Smaller orders, prepaid, are filled at a loss to me. I can be more liberal in filling your Glad order if it runs around \$3.00 or more. The larger the order, the more you get for your money.

"**SOLD OUT**" Means I've sold all I can spare after reserving for "**COLLECTIONS**" and my own planting.

### Before ordering, read page 3.

**A. E. KUNDERD.** (K.) Immense salmon-rose, with dark blotch. (L. 3 for 25c; 10 for 77c.) (M. 5 for 24c; 10 for 42c.) (S. 10 for 20c.)

**AFLAME.** (Hornberger.) Extra large grandiflora Prim of begonia-rose shading to bright orange flame near edge, 6 or more giant blooms open at once. (L. 2 for 25c; 10 for \$1.00.) (M. 4 for 25c; 10 for 54c.) (S. 10 for 25c.)

**AIDA.** (Europe.) Rich dark violet-blue. Small red-lilac blotches on lower petals. Large blooms perfectly placed on spike. **Extremely early.** Easy to grow. (L. 22c; 10 for \$1.80.) (M. 2 for 20c; 10 for 80c.) (S. 4 for 25c; 10 for 55c.)

**ALBATROS.** (Europe.) Large pure white. (L. 50c; 10 for \$4.00.) (M. 25c; 10 for \$2.00.)

**APRICOT GLOW.** (Canada.) Warm, clear apricot. (L. 3 for 25c; 10 for 70c.) (M. 10 for 33c.) (S. 20 for 25c.)

**AVE MARIA.** (Europe.) One of Pfitzer's best near-blues. Many large flowers open, facing perfectly. (L. 40c; 10 for \$3.20.) (M. 20c; 10 for \$1.60.) (S. 2 for 20c; 10 for 84c.)

**BALBOA.** (Briggs.) Glowing apricot-pink blending into yellow throat. (L. 3 for 22c; 10 for 64c.) (M. 6 for 25c; 10 for 38c.) (S. 12 for 25c.)

**BEAT ALL.** (Europe.) Large satiny rose, with salmon shade. (L. \$1.00; 10 for \$8.00.) (M. 50c; 10 for \$4.00.) (S. Sold out.) (Bits. 14 for 50c; 100 for \$3.00.)

**BERTY SNOW.** (Mair.) Large lavender. Splendid. (L. 2 for 25c; 10 for \$1.00.) (M. 4 for 25c; 10 for 55c.) (S. 10 for 25c.)

**BETTY JOY.** (Bill.) The Glad with "that school girl complexion". Soft cream-white, flushed LaFrance pink. (L. 4 for 25c; 10 for 54c.) (M. 10 for 30c.) (S. 15 for 25c.)

**BETTY NUTHALL.** (Salbach.) Light coral pale orange throat, feathered carmine. Tall straight, magnificent. Increases fast. (L. 25c; 10 for \$1.60.) (M. 2 for 20c; 10 for 80c.) (S. 4 for 20c; 10 for 40c.)

**BLUE DANUBE.** (Europe.) Pure amethyst-blue, with harmonious and pleasing dark blotch. 6 to 8 big open flowers well placed on good spike. (L. Each, \$5.00; 10 for \$40.00.) (M. Each, \$2.50; 10 for \$20.00.) (S. Each, \$1.50; 10 for \$12.00.) (Bits. 3 for \$1.00; 10 for \$3.00; 25 for \$7.00.)

**BLUE TRIUMPHATOR.** (Pfitzer, Europe.) Largest of the near-blue glads yet introduced. Last June a California grower told me he had a spike of Blue Triumphator that almost made him believe he was "seeing things". Said the spike was good and blossoms **immense.** Now that this variety

has become acclimated or adapted to our American conditions we can expect some amazing specimens of bloom from it. (L. Each, \$10.00; 10 for \$80.00.) (M. Each, \$5.00; 10 for \$40.00.) (S. Each, \$3.00; 10 for \$24.00.) (Bits. Each, \$1.00; 10 for \$8.00; 100 for \$64.00.)

**BOBBY.** (K.) Immense deep rose with darker throat. (L. Sold out.) (M. 10 for 30c.) (S. 17 for 25c.)

**CATHERINE COLEMAN.** (J. C.) Large geranium-pink. (L. 2 for 25c; 10 for \$1.00.) (M. 3 for 20c; 10 for 60c.)

**CHAS. DICKENS.** (Europe.) Bright radiant purple, with velvety blotch. Tall strong, straight spike with many fine large blooms, splendidly placed and spaced. Very popular with florists and Glad fans. If you have Chas. Dickens, you don't need Anna Elberius, Purple Glory, Henry Ford, and others in that class. (L. 4 for 25c; 10 for 55c.) (M. 10 for 25c.) (S. 22 for 25c.)

**CHARLES LINDBERGH.** (Prestgard.) Clear medium pink with light throat. Large blooms on tall spike. (L. Each, \$2.00.) (M. Each, \$1.00; 10 for \$8.00.) (S. Sold out.) (Bits. 7 for \$1.00.)

**COMMANDER KOEHL.** (Pfitzer, Europe.) The Holland introducers say of this: "Probably the best Red Gladiolus in existence." Tall, strong, straight spike. Blooms very large and spectacular in arrangement of petals. Color dark scarlet of glowing brilliancy. No markings or blotches.

Visitors to my gardens run straight for Commander Koehl when it is in bloom and rave over its size and outstanding color. (L. Each, \$1.00; 10 for \$9.00.) (M. Each, 60c; 10 for \$5.00.) (S. Each, 40c; 10 for \$3.20.) (Bits. 12 for \$1.00; 100 for \$6.00; 1000 for \$50.00.)

**CORONADO.** (Briggs.) The big white Glad with rich, glossy, purple throat. Blooms of heavy texture, edges frilled. As with many best glads, the white is sometimes tinged soft purple, due to soil or seasonal conditions. (L. 35c; 10 for \$3.00.) (M. 20c; 10 for \$1.60.) (S. 2 for 20c; 10 for 80c.)

**CORYPHEE.** (Europe.) A Pfitzer masterpiece. Tall spikes with many immense blooms open. Soft rose-pink similar to color of a fresh cut Ophelia rose. (L. 35c; 10 for \$3.00.) (M. 20c; 10 for \$1.60.) (S. 2 for 20c; 10 for 80c.)

**CRIMSON GLOW.** Velvety glowing red. Tall and fine. (L. 4 for 20c; 10 for 38c; 100 for \$3.20.) (M. 10 for 25c; 100 for \$1.80.)

**DAMASCUS.** (Stevens.) Argyle purple and hellebore red, blended (L. 50c; 10 for \$4.00.) (M. 25c; 10 for \$2.00.) (S. 2 for 30c; 10 for \$1.20.)

**DR. F. E. BENNETT.** (D.) That large "housefire" red glad. (L. 5 for 25c; 10 for 45c.) (M. 10 for 22c.) (S. 25 for 25c.)

**DR. MOODY.** (Kinyon.) Large splendid lavender. Strong and rather early. (L. 2 for 25c; 10 for \$1.00.) (M. 4 for 25c; 10 for 50c.) (S. 10 for 28c.)

**DR. NELSON SHOOK.** (K.) Deep tyrian-rose. Tall large, ruffled. Very popular. (L. 3 for 20c; 10 for 60c.) (M. 10 for 53c.) (S. 14 for 25c.)

**EARLY SUNRISE.** (Europe.) Largest early rose. (L. 3 for 25c; 10 for 65c.) (M. 10 for 30c; 100 for \$2.60.)

**ELIZABETH SWARTLEY.** Soft clear salmon pink, light throat, very early. (L. 4 for 25c; 10 for 54c; 100 for \$4.80.)

**LONG'S Gladiolus Bulbs—Splendid Named Varieties**

**FATA MORGANA.** (Europe.) Peach blossom shading to amber yellow in throat. (L. \$2.00; 10 for \$16.00.) (M. \$1.00; 10 for \$8.00.) (S. 60c; 10 for \$5.00.) (Blts. 8 for \$1.00; 100 for \$10.00.)

**FRANK J. MCCOY.** (Briggs.) Tall large pink strong spike and good placement of blooms. (L. 35c; 10 for \$3.00.) (M. 20c; 10 for \$1.60.) (S. 2 for 20c; 10 for 77c.)

**GLORIANA.** (Betscher.) Well named indeed. Rich salmon, bright and clean color, good spike, good in every way. (L. 5 for 24c; 10 for 44c.) (M. 10 for 22c.) (S. 27 for 25c.)

**GLORY OF U. S. A.** (Cary.) Orange-salmon, edged and veined scarlet Apricot and cream throat. (L. \$2.00.) (M. \$1.00; 10 for \$8.00.) (S. 50c; 10 for \$4.00.) (Blts. 8 for 50c; 100 for \$5.00.)

**GOLD EAGLE.** (Austin.) Very early and prolific yellow. (L. 4 for 25c; 10 for 54c.) (M. 10 for 30c.) (S. 18 for 25c.)

**GOLDEN DREAM.** (Canada.) Tall, clear deep yellow. (L. 4 for 25c; 10 for 54c.) (M. 10 for 30c.) (S. 26 for 25c.)

**GOLDEN FRILLS.** (K.) Deep rich daffodil-yellow, frilled edges. (L. 4 for 23c; 10 for 50c.) (M. 10 for 22c.) (S. 25 for 25c.)

**GOLDEN MEASURE.** (Kelway.) Large yellow. (L. 4 for 25c; 10 for 55c.)

**GOLD MINE.** (Briggs.) Large yellow, similar to Golden Measure, but better in every way. (L. \$2.00; 10 for \$16.00.) (M. \$1.00; 10 for \$8.00.) (S. 50c; 10 for \$4.00.) No bulbets to spare this season.

**GRAF ZEPPELIN.** (Europe.) Clear brilliant orange scarlet. Small white feather on lower petal. (L. \$5.00; 10 for \$40.00.) (M. \$2.50; 10 for \$20.00.) (S. \$1.50; 10 for \$12.00.) (Blts. Sold out.)

**HEAVENLY BLUE.** (Europe.) Tall light blue. (L. 2 for 25c; 10 for \$1.20.) (M. 3 for 20c; 10 for 50c.) (S. 10 for 20c.)

**HERBSTZAUBER.** (Europe.) Glowing orange-salmon. (L. 3 for 20c; 10 for 64c.) (M. 6 for 25c; 10 for 40c.) (S. 10 for 25c.)

**INSPIRATION.** (Palmer-Canada.) Deep shrimp pink. Creamy pink throat with mauve feathering. Form of blossoms very unusual and pleasing, being waved, fluted and semi-lacinated. Flowers large, wide open and of heavy texture, standing heat exceptionally well. (L. Each, \$5.00.) (M. Each, \$3.00; 10 for \$24.00.) (S. Each, \$2.00; 10 for \$16.00.) (Blts. Each, 50c; 10 for \$4.00; 100 for \$30.00.)

**JANET.** (Crow.) Smoke gray, shaded deep peach pink. (L. Each, 50c; 10 for \$4.00.) (M. Each, 35c; 10 for \$2.80.) (Blts. 30 for 50c; 100 for \$1.50.)

**JANE ADDAMS.** (Dec.) Very large lavender. (L. 2 for 25c; 10 for \$1.10.) (M. 4 for 25c; 10 for 54c.) (S. 10 for 30c.)

**JENNY LIND.** (Dec.) Light salmon, cream throat. Special strain that grows taller than the original. (L. 4 for 20c; 10 for 42c.) (M. 10 for 22c.) (S. 26 for 25c.)

**JOERG'S WHITE.** (Joerg.) Extra large creamy white. (L. 2 for 25c; 10 for \$1.00.) (M. 4 for 25c; 10 for 54c.) (S. 10 for 33c.)

**JONKHEER VAN TETS.** (Europe.) Call this J. van Tets, for short. One of those really large, tall good whites, we have been looking for. (L. \$1.00; 10 for \$8.00.) (M. 60c; 10 for \$4.80.) (S. Sold out.)

**JUBILEE.** (Kemp.) Large lavender-pink. (L. 60c; 10 for \$4.80.) (M. 40c; 10 for \$3.20.) (S. 25c; 10 for \$2.00.)

**KUNDERD'S YELLOW WONDER.** (K.) (L. 4 for 25c; 10 for 55c.) (M. 10 for 30c.) (S. 25 for 25c.)

**LA PALOMA.** (Dusinberre.) Tall orange. (L. 50c; 10 for \$4.00.) (M. 25c; 10 for \$2.00.) (S. 2 for 25c; 10 for \$1.00.)

**LAVENDER BRIDE.** Large smoky lavender. (L. 2 for 25c; 10 for \$1.20.) (M. 3 for 20c; 10 for 60c.) (S. 10 for 30c.)

**LE CYGNE.** (Houdyshel.) Dainty pure white, frilled. (L. 40c; 10 for \$3.20.) (M. 20c; 10 for \$1.60.) (S. 2 for 25c; 10 for \$1.00.) (Blts. Sold out.)

**LIBELLE.** (Europe.) A new near-blue of heliotrope shade. (L. Each, \$6.00.) (M. Each, \$3.00.) (S. Sold out.) (Blts. Sold out.)

**LINALEE.** (Diener.) Large pink. (L. 40c; 10 for \$3.20.) (M. 22c; 10 for \$1.90.) (S. 2 for 23c; 10 for \$1.00.) (Blts. 10 for 50c; 100 for \$4.00.)

**LONGFELLOW.** (Dec.) Bright beautiful pink. Splendid spike. (L. 5 for 24c; 10 for 45c.) (M. 10 for 23c.) (S. 27 for 25c.)

**LOS ANGELES.** (Houdyshel.) Salmon pink, tinted orange. Great bloomers. (L. 5 for 24c; 10 for 44c.) (M. 10 for 23c.)

**LOYALTY.** (Austin.) Good yellow. Very sturdy grower. (L. 35c; 10 for \$2.50.) (M. 25c; 10 for \$2.00.) (S. 2 for 25c; 10 for \$1.00.)

**LUDWIG VAN BEETHOVEN.** (Europe.) Smoky mauve, shaded darker toward edges. (L. \$1.00.) (M. 50c.) (S. Sold out.) (Blts. Sold out.)

**MAID OF ORLEANS.** (Europe.) Milky-white, with cream throat. (L. Each, \$6.00.) (M. \$3.00.) (S. Sold out.) (Blts. Sold out.)

**MAMMOTH WHITE.** (U. B.) Very large exhibition white. (L. 75c.) (M. 50c; 10 for \$4.00.) (S. 30c; 10 for \$2.40.) (Blts. 12 for \$1.00; 100 for \$6.00.)

**MARIE KUNDERD.** (K.) Early ruffled white of good size. (L. 4 for 25c; 10 for 55c.) (M. 10 for 24c.)

**MARMORA.** (Errey.) Smoky lavender with deep blotch. Many open. Large. (L. 20c; 10 for \$1.60.) (M. 2 for 22c; 10 for 84c.) (S. 5 for 24c; 10 for 38c.)

**MAROCCO.** (Europe.) Very dark almost black. Good size. A real novelty. (L. 40c; 10 for \$3.20.) (M. 20c; 10 for \$1.60.) (S. 2 for 20c; 10 for 80c.)

**MARY FREY.** (Gelser.) Lavender with ruby blotch. Good spike. Blooms well arranged. One of the earliest of all the good lavenders. (L. 3 for 20c; 10 for 60c.) (M. 10 for 30c.) (S. 16 for 25c.)

**MARY JANE.** (K.) Silvery lavender with lavender throat. (L. 2 for 28c; 10 for \$1.20.) (M. 4 for 22c; 10 for 50c.) (S. 10 for 24c.)

**MINUET.** (J. C.) Marvelous large lilac lavender with many, many good points and few, if any, faults. Others in its color class may come and go, but Minuet will be among those present at the finish. (L. 2 for 20c; 10 for 80c.) (M. 6 for 25c; 10 for 36c.) (S. 10 for 20c.)

**MISS DES MOINES.** (Dec.) Charming lilac-lavender, with clear light yellow throat. Tall, straight, stiff spike. (L. 40c; 10 for \$3.20.) (M. 20c; 10 for \$1.80.) (S. 2 for 21c; 10 for 88c.)

**MOORISH KING.** (Europe.) Very dark velvety mahogany-maroon. Heavy substance. (L. Each, \$5.00.) (M. Each, \$3.50.) (S. Sold out.) (Blts. Sold out.)

## **LONG'S** Gladiolus Bulbs—Splendid Named Varieties

**MISS GREELEY.** (Briggs.) Similar to Phipps in color, but slightly orange tinted. Good spike, good habit, blooms well placed, plenty open but not so many open at a time as with Phipps. One outstanding difference is that Miss Greeley is considerably earlier. The enthusiastic Greeley (Colorado) Garden Club and Chamber of Commerce selected and named this glad for their beautiful city. They have also made the Gladiolus the official flower of Greeley. (L. 3 for \$3.00.) (M. 20c; 10 for \$1.60.) (S. 3 for 20c; 10 for 60c.)

**MOTHER MACHREE** (Stevens.) Soft smoky lavender. Large flower and plant with large number out, excellent arrangement, remarkable substance, beautiful coloring of lavender and orange, subdued with neutral gray—the color of clouds just as sun has set. (L. 60c; 10 for \$4.80.) (M. 85c; 10 for \$2.80.) (S. 20c; 10 for \$1.50.)

**MRS. F. C. HORNBERGER.** (H.) Popular pure white. Has won many prizes. (L. 3 for 20c; 10 for 60c.) (M. 10 for 30c.) (S. 18 for 25c.)

**MRS. F. C. PETERS.** (Fischer.) Lavender with dark throat. (L. 4 for 22c; 10 for 45c.) (M. 10 for 24c.) (S. 25 for 25c.)

**MRS. FRANK PENDLETON.** Light pink with dark red blotch in throat. (L. 4 for 20c; 10 for 40c; 100 for \$3.20.) (M. 10 for 25c; 100 for \$1.80.)

**MRS. FRANK WHITE.** (White.) Immense white, tinted pink. (L. 35c; 10 for \$3.00.) (M. 22c; 10 for \$2.00.) (S. 2 for 25c; 10 for \$1.00.)

**MRS. LEON DOUGLAS.** (D.) Gigantic spike and blossom of begonia rose, striped scarlet. (L. 4 for 20c; 10 for 44c.) (M. 12 for 25c.) (S. 25 for 25c.)

**MRS. P. W. SISSON.** (J. C.) Lovely cameo pink. Many large blooms open at one time. (L. 4 for 25c; 10 for 55c.) (M. 10 for 25c.) (S. 25 for 25c.)

**MRS. VAN KONYNENBURG.** (Europe.) Blue lavender. Tall straight spikes. Healthy grower and increases well. Has won many medals and prizes in Europe and America. My stock of this is very clean, true and healthy. (L. 2 for 25c; 10 for \$1.00.) (M. 4 for 20c; 10 for 40c.) (S. 16 for 25c.) I've been told by Hollanders that this is pronounced, Ko-nine-nen-burg, with accent on the "nine".

**MR. W. H. PHIPPS.** (D.) "The Wonder Glad." Great big pink that has as many as 16, 18, or even 20 blooms at a time. Blooms large and beautiful. Blooms late. Plant large or medium bulbs for good spikes. (L. 4 for 25c; 10 for 50c.) (M. 10 for 28c.) (S. 25 for 25c.)

**NANCY HANKS.** (Salbach.) Apricot to orange-pink. No crooked spikes. Resists heat remarkably. Won prizes and favor in Europe, so that demand from there has been very good. (L. 4 for 25c; 10 for 50c.) (M. 10 for 28c.) (S. 25 for 25c.)

**OLIVE GOODRICH.** (Goodrich.) Good large white with pink edges. Varies a good bit, but always good anyhow. (L. 4 for 25c; 10 for 54c.) (M. 10 for 28c.) (S. 20 for 20c.)

**ORANGE WONDER.** (Kemp.) This is the finest Kemp origination I have seen. I don't recall any other orange glad that has so many good points as Orange Wonder. Not a Prim, but a good large flowered Glad. Certainly makes a hit with visitors and florists who see it. They fall for it at sight. (L. 25c; 10 for \$2.00.) (M. 2 for 25c; 10 for \$1.00.) (S. 4 for 25c; 10 for 50c.)

**ORCHID.** (Sprague.) Lavender-pink on pale frosted surface. Edges lacinated and ruffled. (L. 3 for 20c; 10 for 60c.) (M. 6 for 22c; 10 for 33c.) (S. 10 for 25c.)

**OUR SELECTION.** (Australia.) Giant exhibition Glad that has created a big sensation in the Australian shows, and in the few places it has been seen in America.

Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carry a blotch of cerise, bordered with cream. Long spikes carry large blooms, many open. Placement splendid. (L. 40c; 10 for \$3.20.) (M. 20c; 10 for \$1.60.) (S. 2 for 20c; 10 for 80c.) (Blts. 50 for \$1.00.)

**PATRICIA CARTER.** (K.) About the clearest pink ever seen in glads. Shell pink, no markings. (L. 2 for 25c; 10 for \$1.10.) (M. 3 for 22c; 10 for 64c.) (S. 5 for 22c; 10 for 40c.)

**PAUL PFITZER.** (Europe.) Velvety purple. (L. 2 for 25c; 10 for \$1.10.) (M. 3 for 22c; 10 for 64c.) (S. Sold out.)

**PEARL OF CALIFORNIA.** (Kingsley.) Large pink, many open. (L. 2 for 25c; 10 for \$1.10.) (M. 3 for 22c; 10 for 60c.) (S. 5 for 22c; 10 for 40c.)

**PFITZER'S TRIUMPH.** (Europe.) Well named. A real triumph. The immense blooms of bright salmon-orange are well arranged on good stiff spike that displays many open. Even small bulbs usually produce giant blooms, though the medium and large bulbs make taller spikes and larger blooms, and more to the spike. While the originator's description is as I have given it—Salmon-orange—yet this outstanding glad is usually classed with the reds. It's a knockout in color, form and size. (L. 2 for 25c; 10 for \$1.00.) (M. 4 for 25c; 10 for 50c.) (S. 10 for 30c.)

**POUR LE MERITE.** (Europe.) Very large pure white, 8 to 10 open. (L. 50c; 10 for \$4.00.) (M. 25c; 10 for \$2.00.) (S. 2 for 25c; 10 for \$1.00.) (Blts. 15 for 50c; 100 for \$3.00.)

**PROF. KEESOM.** (Europe.) Salmon flamed brick red with vermillion blotch, 8 or more large flowers well arranged on strong erect spike. (L. Sold out.) (M. 2 for 25c; 10 for \$1.00.) (S. 4 for 25c; 10 for 50c.)

**PURPLE GLORY.** (K.) Dark purple-red. Ruffled. (L. 3 for 25c; 10 for 60c.) (M. 6 for 25c; 10 for 35c.)

**RAMESES.** (Stevens.) Aster purple with velvety blotch of pomegranate purple. Tall spike and immense ruffled blooms. (L. Each, \$5.00.) (M. Each, \$3.50.) (S. Each, \$2.50.) (Blts. 3 for \$1.00; 10 for \$3.00.)

**R. J. KUNDERD.** (K.) Rich deep red, Excellent. (L. 5 for 25c; 10 for 45c.) (M. 10 for 22c.)

**RITA BECK.** (Fischer.) Very large fine pink blooms well placed on good strong spike. (L. 2 for 20c; 10 for 80c.) (M. 4 for 20c; 10 for 45c.) (S. 10 for 28c.)

**ROSE ASH.** Ash of roses. (L. 3 for 20c; 10 for 60c.) (M. 10 for 30c.)

**RED GLORY.** (Ellis, Piper.) Similar to Purple Glory, but dark red. Ruffled. (L. Each, 25c; 10 for \$2.00.) (M. 2 for 25c; 10 for \$1.00.) (Blts. 25 for 50c.)

**QUEEN LOUISE.** (Pfitzer.) Pure white, with greenish center. Good. Large bulbs, each \$1.00. No smaller size bulbs or bulblets this season.

## LONG'S Gladiolus Bulbs—Splendid Named Varieties

**ROYAL LAVENDER.** (Schleider.) Deep lavender, shading lighter towards center. Heavy penciling on lower petals. (L. 25c; 10 for \$2.00.) (M. 2 for 25c; 10 for \$1.00.) (S. 4 for 25c; 10 for 50c.)

**RUFFLED GOLD.** (Goodrich.) Beautifully ruffled light yellow. (L. 20c; 10 for \$1.60.) (M. 2 for 20c; 10 for 80c.) (S. 5 for 20c; 10 for 30c.)

**SALBACH'S ORCHID** (Salbach.) Fine big new glad, similar in many ways to Minuet but pink, the shade of a Cattleya orchid. (L. Each, \$7.50.) (M. Each, \$4.50.) (S. Each, \$2.00.) (Blts. 5 for \$1.00.)

**SALBACH'S PINK.** (Salbach.) Large wide open geranium pink with soft carmine lip and throat. Long spike with 6 to 8 open. Similar to Rite Black. Richer pink. (L. Each, 50c.) (M. 25c; 10 for \$1.70.) (S. 2 for 25c; 10 for 84c.)

**SCARLET WONDER.** (Cowee.) Immense brilliant red. (L. 4 for 25c; 10 for 50c.) (M. 10 for 30c.)

**SCHWAEN GIRL.** (Europe.) Pure pink without other shade or blotch. 8 to 10 large flowers with round petals open at once. Very early. (L. Each, \$5.00.) (M. Each, \$2.50.) (S. Each, \$1.50.) (Blts. 3 for \$1.00; 10 for \$3.00.)

**SEÑORITA.** (Salbach.) Very clear wide open orange, shading to salmon. (L. 25c; 10 for \$1.80.) (M. 2 for 25c; 10 for \$1.00.) (S. 4 for 25c; 10 for 55c.)

**SONNENBERG.** (Bill.) Massive spikes of creamy pink blooms, shading to soft yellow in throat. (L. 35c; 10 for \$3.00.) (M. Each, 20c; 10 for \$1.70.) (S. 2 for 22c; 10 for 88c.)

**SOVEREIGN.** (Vaughn.) Similar to the well-known Hulot, but much better and healthier grower, also larger and better in every way. Color rich violet-purple. (L. 4 for 22c; 10 for 50c.) (M. 10 for 22c.) (S. 22 for 25c.)

**SPIRIT OF ST. LOUIS.** (M.) According to Ridgeway's color chart, this is flame. Cornelian red. The general tone or effect suggests orange. (L. 2 for 20c; 10 for 90c.) (M. 4 for 20c; 10 for 44c.) (S. 10 for 25c.)

**STUTTGARDIA.** (Europe.) Large brilliant orange-scarlet, no blotches. Good. (L. 50c; 10 for \$4.00.) (M. 25c; 10 for \$2.00.) (S. 2 for 25c; 10 for \$1.00.)

**SUNSHINE GIRL.** (Stevens.) A Primulinus Grandiflora of clear lovely medium pink, with yellow throat. (L. Each, \$1.50; 10 for \$12.50.) (M. Each, \$1.00; 10 for \$8.00.) (S. Each, 50c; 10 for \$4.00.) (Blts. 30 for \$1.00; 100 for \$3.00; 1000 for \$25.00.)

**TROUBADOR.** (Europe.) Striking deep violet. Long spike with many large blooms open. (L. 40c; 10 for \$3.20.) (M. 25c; 10 for \$2.00.) (S. 2 for 25c; 10 for \$1.00.)

**TYCKO ZANG.** (Austin.) Large salmon-pink. (L. 4 for 25c; 10 for 50c.) (M. 10 for 30c.)

**VEILCHENBLAU.** (Europe.) Wide open violet-blue flowers of large size, on good spike. One of the most popular of all glads in this color. My stock good and healthy. (L. 2 for 25c; 10 for \$1.00.) (M. 3 for 20c; 10 for 55c.) (S. 5 for 20c; 10 for 35c.)

**WINGED VICTORY.** (Briggs.) Large pink. Form is unique, the large pointed petals being reflexed. (L. 50c; 10 for \$4.00.) (M. 25c; 10 for \$2.00.) (S. 2 for 25c; 10 for \$1.00.)

**WOLFGANG VON GOETHE.** (Europe.) Rare flowers of salmon-red raspberry color, lower petals overlaid with scarlet. Strong grower. (L. Each, \$5.00.) (M. Sold out.) (S. Sold out.) (Blts. Sold out.)

**WURTEMBERGIA.** (Europe.) Very lovely scarlet with broad soft cream blotch. Large round flowers of excellent substance. Wonderful exhibition variety. (L. Each, \$6.00.) (M. Sold out.) (S. Sold out.) (Blts. Sold out.)

**YELLOW PERFECTION.** (Europe.) Splendid large deep yellow. (L. 80c; 10 for \$6.00.) (M. 50c; 10 for \$4.00.) (S. Sold out.) (Blts. Sold out.)

### Exhibition Mixed Glads

Every order for this is made up from splendid named varieties in a good range of types and colors. My selections of kinds. None labeled in mixtures.

**LARGE BULBS, EXHIBITION MIXED.** 10 for 60c; 25 for \$1.25; 50 for \$2.25; 100 for \$4.00; 200 for \$7.50.

**MEDIUM BULBS, EXHIBITION MIXED.** 10 for 30c; 25 for 60c; 50 for \$1.10; 100 for \$2.00; 200 for \$3.60.

**SMALL BULBS, EXHIBITION MIXED.** 25 for 30c; 50 for 55c; 100 for \$1.00; 200 for \$1.90.

### Demonstration Collection

I could talk for hours—or pages—to you who have not yet grown Glads, and to others who have not experienced the joy of growing and knowing Glads by name, to enthrall you in this fascinating avocation. But I'm going to take a "short cut", in this way:

I'm going to offer you a very special **COLLECTION** of named varieties, each labelled, and price it so reasonably that you can begin this very year to **grow and know named varieties**. I can give you biggest value by making these Collections sorta elastic-like, both as to sizes of bulbs and the varieties I'll use in this Collection.

**You see it's this way:** I have plenty of bulbs to make up hundreds of Collections. But don't always have certain varieties or certain sizes of a variety. If you give me some "leeway" as to kinds and sizes, I'll sure send you your money's worth, and then some.

A fitting name for this special lot is **DEMONSTRATION COLLECTION**, because it comes right into your own garden and demonstrates or explains what I've been trying to tell you. I'm starting you out with the less expensive kinds. Leave it to me to pick the winners from some of the more plentiful varieties. Later on, when you get the "bug" you will doubtless want some of the newer creations also. Yet there will be some rather new varieties also in these Collections—some surprises!

The bulbs in these "Demonstration Collections" will run various sizes from one inch up, depending on what size I have in stock. Every bulb good blooming size.

### Demonstration Collection

19 bulbs, all different varieties, my selection, each kind labeled. One Collection, \$2.00. Two Collections for \$3.60; three for \$5.00. All prepaid.



## Glad Collection at Special Prices

### \$3.10 Labeled Collection, "A"

All Large Bulbs:

- |                 |                       |
|-----------------|-----------------------|
| 2 E. E. Kunderd | 1 Marmora             |
| 2 Aflame        | 2 Mary Frey           |
| 1 Ave Maria     | 2 Minuet              |
| 2 Betty Nuthall | 2 Mrs. Hornberger     |
| 2 Chas. Dickens | 2 Mrs. V. Konynenburg |
| 1 Coronado      | 3 Mrs. Sisson         |
| 1 Coryphee      | 2 Orange Wonder       |
| 2 Dr. Moody     | 2 Our Selection       |
| 3 Dr. Shook     | 1 Pfitzer's Triumph   |

All for \$3.10, prepaid.

### \$1.94 Labeled Collection, "AA"

Same kinds, and same number of bulbs, as in "Collection 'A,'" but bulbs **Medium** instead of large size—all for \$1.94, prepaid.

### \$1.33 Labeled Collection, "AAA"

Same kinds, and same number of bulbs, as in "Collection 'A,'" but bulbs **Small** instead of large size—all for \$1.33, prepaid.

### \$5.55 Labeled Collection, "B"

All Large Bulbs:

- |                 |                   |
|-----------------|-------------------|
| 1 Aflame        | 1 Loyalty         |
| 1 Aida          | 2 Marmora         |
| 2 Ave Maria     | 2 Marocco         |
| 1 Betty Nuthall | 2 Mary Jane       |
| 2 Coronado      | 1 Matilda Ann     |
| 1 Coryphee      | 1 Miss Des Moines |
| 1 Damascus      | 1 Mother Machree  |
| 2 F. McCoy      | 2 Orange Wonder   |
| 1 Jane Addams   | 2 Our Selection   |
| 1 Linalee       | 1 Salbach's Pink  |

All for \$5.55, prepaid.

### \$3.37 Labeled Collection, "BB"

Same kinds, and same number of bulbs, as in "Collection 'B,'" but bulbs **Medium** instead of large size—all for \$3.37, prepaid.

### \$2.04 Labeled Collection, "BBB"

Same kinds, and same number of bulbs, as in "Collection 'B,'" but bulbs **Small** instead of large size—all for \$2.04, prepaid.

### \$6.66 Labeled Collection, "C"

All Large Bulbs:

- |                   |                 |
|-------------------|-----------------|
| 2 Aida            | 2 Marmora       |
| 1 Beat All        | 1 Miss Greeley  |
| 2 Commander Koehl | 1 Red Phipps    |
| 1 Janet           | 2 Stuttgartia   |
| 1 J. V. Tets      | 1 Sunshine Girl |

All for \$6.66, prepaid.

### \$3.88 Labeled Collection, "CC"

Same kinds, and same number of bulbs, as in "Collection 'C,'" but bulbs **Medium** instead of large size—all for \$3.88, prepaid.

### \$2.44 Labeled Collection, "CCC"

Same kinds, and same number of bulbs, as in "Collection 'C,'" but bulbs **Small** instead of large size—all for \$2.44, prepaid.

### \$48.00 Labeled Collection, "D"

All Large Bulbs:

- |                     |                       |
|---------------------|-----------------------|
| 1 Salbach's Orchid  | 1 Libelle             |
| 1 Blue Danube       | 1 Maid of New Orleans |
| 1 Blue Triumphant   | 1 Moorish King        |
| 2 Commander Koehl   | 2 Our Selection       |
| 1 Fata Morgana      | 1 Schwaben Girl       |
| 1 Glory of U. S. A. | 2 Stuttgartia         |
| 1 Gold Mine         | 2 Sunshine Girl       |
| 1 Graf Zeppelin     | 1 Wolfgang von Goethe |
| 1 Inspiration       | 1 Wurtembergia        |
| 2 J. V. Tets        | 1 Red Phipps          |

### \$27.00 Labeled Collection, "DD"

Same kinds, and same number of bulbs, as in "Collection 'D,'" but bulbs **Medium** instead of large size—all for \$27.00, prepaid.

### \$18.00 Labeled Collection, "DDD"

Same kinds, and same number of bulbs, as in "Collection 'D,'" but bulbs **Small** instead of large size—all for \$18.00, prepaid.

## How to Grow Gladioli

The gladiolus is propagated in three ways: by multiplication of the large bulbs, by the tiny bulblets that are found around base of bulbs when digging, and by saving seed that sometimes develops on top of the spike. Stock from bulbs and bulblets comes true to the original, but seed does not. I shall consider the first two ways only in this limited space. Gladioli do not mix from growing near other varieties.

### WHERE, WHEN, HOW TO PLANT

Plant in any good garden soil where they will have plenty of sunshine. Don't forget that Glads love sunshine. They do best right out in the vegetable garden, or under same conditions as vegetables are grown. Plant any time from early April until June. Good idea to plant some every two weeks to keep a supply of flowers coming on all summer and fall.

They bloom in about 90 days from planting, depending on variety, vigor of bulbs, depth planted, culture, season, etc.

**Mass them in rows or beds,** setting the bulbs 4 to 8 inches apart. If in rows, set double or triple rows. Dig trench, set bulbs where wanted, fill trench and job is done.

Cover small bulbs about 3 inches, larger ones 4 inches. The new bulb is formed on top of the one you plant and if too shallow your flower spikes will blow down. Deep planting saves staking. Hilling up around the plants also helps to prevent blowing over.

Cultivate between rows, and plants in the rows, often, keeping soil loose and porous. Water frequently. Glads like lots of water, but with good cultivating will get along with less water.

### USE GLADS FOR CUT FLOWERS

While Glads make a nice display in the garden, yet they are still more valuable and satisfactory as cut flowers.

Cut them as soon as the lower blossom opens. Cut stem so as to leave 4 to 6 leaves on the plant to mature the bulb. Place in vase of water and the buds will open from day to day. As the lower blossoms fade, pull them off.

Keep watering the Glad beds after flowers are cut or have quit blooming, so as to mature the new bulbs. These do a good part of their growing after flowers appear.

### DIGGING AND STORING THE BULBS

After frost in the fall, dig the bulbs and cut stem off at once close to the bulb.

Save the larger bulblets of such varieties that you care the most for. Do not expose the bulbs to hot sun or frost, but they may dry a day or so in the shade. Hang up in porous bags—a common sugar or burlap bag is very good. Or, use shallow boxes. Store thus in cellar or any place where they will not freeze or get too dry.

### Four-Page Glad Folder Free

With each Glad order of \$1.00 or more I will send you my special Gladiolus folder, entitled, "Some Glad Questions Answered." Tells about Glad bulblets, how to handle them. Gives other helps.



## Larger Lots of Gladiolus Bulbs at Wholesale Prices

25 or more bulbs at the 100 rate. Pint or half-pint bulblets at quart rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price unless you request otherwise. Measurements are diameter of bulbs. **ALL PREPAID.**

VARIETY	Size 1 1½ In. Up.	Size 2 1¼—1½ Inches	Size 3 1—1¼ Inches	Size 4 ¾—1 Inches	Size 5 ½—¾ Inches	Size 6 ¼—½ Inches	Bulblets Per Qt.
A. E. Kunderd	\$ 10.00	\$ 6.00	\$ 4.00	\$ 3.00	\$ 2.00	\$ 1.20	\$10.00
Afame	10.00	8.00	6.00	4.00	3.00	2.00	10.00
Aida	16.00	12.00	8.00	6.00			18.00
Apricot Glow	6.00	5.00	3.00	2.00	1.60	1.00	5.00
Ave Maria		20.00	16.00	12.00	8.00	6.00	50.00
Balboa	6.00	5.00	4.00	3.00	2.00	1.00	6.00
Berty Snow	8.00	6.00		3.00	2.00		9.00
Betty Joy	6.00	5.00	3.60	2.40	1.60	1.20	3.00
Betty Nuthall	14.00	10.00	8.00	6.00	5.00	3.00	10.00
Bobby			3.00	2.00	1.20	.80	
Charles Dickens	5.00	4.00	3.00	2.20	1.40	1.00	5.00
Commander Koehl	80.00	60.00	50.00	40.00	30.00	24.00	
Coronado	25.00	20.00	15.00	10.00	7.00	5.00	40.00
Coryphee	25.00	20.00	15.00	10.00	7.00	5.00	40.00
Damascus	32.00	24.00	20.00	16.00	12.00	8.00	
Dr. F. E. Bennett	4.00	3.00	2.00	1.60	1.20	.80	3.00
Dr. Moody	9.00	7.20	5.40	4.00	3.00	2.00	9.00
Dr. Nelson Shook	4.80	3.60	2.60	1.80	1.40	1.00	4.00
Frank J. McCoy	25.00	20.00	15.00	10.00	7.00	5.00	30.00
Gloriana	4.00	3.00	2.00	1.00	.80	.60	3.00
Gold Eagle	5.00	4.00	2.40	1.60	1.20	.80	3.00
Golden Dream	4.40	3.60	2.80	2.00	1.00	.80	3.00
Heavenly Blue	12.00	8.00	5.00	3.00	2.00	1.60	10.00
Herbstzauber	6.00	5.00	4.00	3.00	2.40	1.60	6.00
Jane Addams	10.00	8.00	6.00	4.00	3.00		12.00
Jenny Lind	4.00	3.00	2.00	1.60	1.00	.80	2.50
Lavender Bride	10.00	8.00	6.00	4.00	3.00	2.00	12.00
Longfellow	4.00	3.00	2.00	1.60	1.00	.80	2.50
Loyalty	24.00	20.00	16.00	12.00	8.00	5.00	50.00
Marie Kunderd	4.00	3.00	2.00	1.60	1.00	.80	2.50
Marmora	15.00	12.00	8.00	6.00	4.00	3.00	9.00
Marocco	30.00	24.00	16.00	12.00	8.00	6.00	50.00
Mary Frey	5.40	4.80	3.00	2.40	1.60	1.00	6.00
Mary Jane	10.00	8.00	5.00	3.60	2.80	1.60	12.00
Minuet	6.00	4.80	3.60	2.80	2.00	1.60	10.00
Miss Des Moines	25.00	20.00	16.00	12.00	8.00	5.00	
Miss Greeley	25.00	20.00	15.00	10.00	6.00		
Mother Machree	40.00	32.00	24.00	16.00	12.00	8.00	
Mrs. F. C. Hornberger	5.00	4.00	3.00	2.00	1.40	1.00	2.50
Mrs. F. C. Peters	4.00	3.00	2.00	1.60	1.00	.80	2.00
Mrs. Leon Douglas	4.00	3.00	2.00	1.60	1.00	.80	2.00
Mrs. P. W. Sisson	4.00	3.00	2.00	1.60	1.00	.80	2.00
Mrs. Van Konynenburg	6.00	5.00	3.60	2.40	1.60	1.00	5.00
Mr. W. H. Phipps	4.00	3.00	2.40	1.80	1.20	.80	3.00
Nancy Hanks	4.00	3.00	2.40	1.80	1.20	.80	2.00
Olive Goodrich	5.00	4.00	3.00	2.00	1.20	.80	2.50
Orange Wonder	20.00	16.00	10.00	8.00	6.00	4.00	24.00
Orchid (The)	6.00	5.00	3.60	2.40	1.60	1.00	5.00
Our Selection	30.00	24.00	18.00	12.00	8.00	5.00	50.00
Patricia Carter	12.00	9.00	7.00	5.00	4.00	3.00	25.00
Paul Pfitzer	10.00	8.00	6.40	5.80	4.00	3.00	20.00
Pearl of California			6.00	4.00	3.00	2.00	
Pfitzer's Triumph	8.80	6.60	4.40	3.60	2.80	2.20	11.00
Professor Keesom				6.00	3.60	2.40	15.00
Rita Beck	8.00	6.00	4.40	3.60	2.40	1.80	10.00
Royal Lavender	16.00	12.00	10.00	8.00	5.00	4.00	

Write for Prices on Large Lots, or Large Glad Order

**TO LARGE BUYERS:** Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kinds, sizes and quantities you can use from my catalogue. Chances are I can save you money on the lot. Or, make out your order on your letterhead and I'll exceed the speed limit in over-count.

## Bulblets per Pkt., 100, 1,000

The number of bulblets in a packet is based on the 100 or 1000 price for that variety. Real good value always. The larger the order, the more liberal the overcount.

VARIETY	Per Pkt.	Per 100	Per 1000
A. E. Kunderd.....	\$ .25	\$ .30	\$ 2.50
Aflame.....	.25	.25	2.00
Aida.....	.40	.80	7.00
Albatros.....	.50	3.30	30.00
Apricot Glow.....	.20	....	1.60
Ave Maria.....	.50	2.00	18.00
Balboa.....	.25	....	2.00
Betty Snow.....	.25	.30	2.50
Betty Joy.....	.25	....	1.00
Betty Nuthall.....	.25	.30	2.50
Bobby.....	.20	....	1.60
Charles Dickens.....	.25	....	.80
Coronado.....	.40	1.20	10.00
Coryphee.....	.40	1.20	10.00
Damascus.....	.40	1.50	12.50
Dr. F. E. Bennett.....	.20	....	.80
Dr. Moody.....	.25	.40	3.00
Dr. Nelson Shook.....	.25	....	.80
Frank J. McCoy.....	.30	1.20	10.00
Gloriana.....	.20	....	.80
Gold Eagle.....	.20	....	.80
Golden Dream.....	.20	....	.80
Golden Frills.....	.20	....	.80
Heavenly Blue.....	.25	.30	2.50
Herbstzauber.....	.25	.25	2.00
Jane Addams.....	.25	.40	3.60
Jenny Lind.....	.20	....	.80
Jeorg's White.....	.30	.60	5.00
Jonkheer Van Tets.....	.50	4.00	36.00
Jubilee.....	.40	3.00	27.00
La Paloma.....	.40	1.25	8.00
Lavender Bride.....	.25	.45	4.00
Longfellow.....	.20	....	.80
Loyalty.....	.30	2.00	18.00
Marie Kunderd.....	.20	....	.80
Marmora.....	.25	.33	3.00
Marmoco.....	.40	2.00	18.00
Mary Frey.....	.25	.25	2.00
Mary Jane.....	.25	.45	4.00
Minuet.....	.25	.33	3.00
Miss Des Moines.....	.30	1.80	16.00
Miss Greeley.....	.30	1.80	16.00
Mother Machree.....	.40	1.50	10.00
Mrs. F. C. Hornberger.....	.25	....	1.00
Mrs. F. C. Peters.....	.30	....	.80
Mrs. Frank White.....	.30	2.00	18.00
Mrs. Leon Douglas.....	.20	....	.80
Mrs. P. W. Sisson.....	.20	....	.80
Mrs. V. Konynenburg.....	.25	....	1.50
Mr. W. H. Phipps.....	.20	....	.80
Nancy Hanks.....	.20	....	.80
Olive Goodrich.....	.25	....	.80
Orange Wonder.....	.30	1.00	8.00
Orchid (The).....	.25	.25	2.00
Our Selection.....	.50	2.00	18.00
Patricia Carter.....	.25	.90	8.00
Paul Pfitzer.....	.30	.80	7.00
Pearl of California.....	.25	.50	4.00
Pfitzer's Triumph.....	.30	.45	4.00
Professor Keesom.....	.30	.80	7.00
Red Phipps. No bulblets until next fall.			
Rita Beck.....	.25	.45	4.00
Robert J. Kunderd.....	.20	....	.80
Royal Lavender.....	.30	1.20	10.00
Ruffled Gold.....	.30	.70	6.00
Salbach's Pink.....	.50	1.25	10.00
Senorita.....	.30	1.00	9.00
Sonnenberg.....	.30	1.20	10.00
Sovereign.....	.20	....	.80
Spirit of St. Louis.....	.25	.55	5.00
Stuttgartardia.....	.40	3.20	27.00
Sunshine Girl.....	.50	3.00	25.00
Troubador.....	.35	1.50	12.00
Velichenblau.....	.30	.60	5.00
Velled Brilliance.....	.25	.45	4.00
Winged Victory.....	.40	2.00	18.00
Exhibition Mixed.....	.25	.30	2.50
Yellow Wonder, K.....	.20	....	.80

## Just What Is Good Value?

Naturally, we all like to receive as much in real value for our money as possible. But in buying some commodities there are many things to consider.

This is especially true in buying Glad bulbs. When you hear a Glad buyer say, "I can beat your price", expecting such a statement to cause the seller to wilt and apologize and cut his own price, then you may know that the buyer is either bluffing or simply doesn't know any better—is not posted on the following points:

**FIRST: QUALITY.** There's a whale of a difference in the quality of Glad bulbs. Freedom from disease is a big factor. Pep is another.

**SECOND: PURITY.** My word, keeping stocks from becoming mixed is one of the Glad grower's hardest problems. At least, we all fail at times, to some extent. But many stocks are seriously mixed.

**THIRD: SIZE.** Even though bulbs may conform to the 6 standard sizes in grading, yet some growers are much more liberal than others. My own graders all run 1-16th inch over-size. Some other growers grade as liberally also. A still greater difference comes in sizes listed as **Large, Medium and Small.**

**COUNT:** Whether it's a good idea or not, the policy of giving some overcount in filling Glad orders is here to stay. Especially in small and moderate sized prepaid lots.

**SAFE DELIVERY:** My customers can bank on absolutely safe delivery. Nothing to worry about. Also, always have the privilege of returning any part or all of any order at my expense for prompt cash refund, if not well satisfied.

**BULBLETS.** Far greater variation in size than with bulbs. Even difference in amounts sold as pints and quarts. Some heap 'em up. Some don't.

**MAKING GOOD:** With all diligence, at times some stocks may not turn out true, or the customer may have "bad luck". It's worth a lot to buy from a grower who is responsible, and well able to help you out at such times.

**Not only must he be able to do so, but to do you any good he must be willing also.** In this even modesty does not prevent me from saying that I for one go the limit and then some to see that a customer really gets good returns for money invested in my stocks. Rarely, but only rarely, some one asks or demands things beyond all reason. Then I may balk. But far more often I send some more stock when customer has bad luck, even when failure was not due to any fault of the bulbs.

**TO SUM UP:** I can not be changing my prices, and would not even if I could, to meet some others who may cut, after my prices all in print. **BUT** I do make it my business to see that you get plenty overcount on your orders, to offset differences in prices, if any. It is my aim to give you even better value than many might who may promise more. I leave it to you to judge as to my marksmanship.

**ONE EXAMPLE.** After my prices on catalogue cover were all printed I learned that one grower will price Betty Nuthall somewhat lower. Betty does increase fast, and perhaps a lower price is justified. Anyhow, if you want clean, pure Nuthall stock and plenty for your money, go right ahead and order from my list at my prices. **Leave the rest to me—JD.** (And that goes for all other Glads on my list.)

**FINALLY:** It isn't what you are promised. It isn't what you expect to get. It's what you really get that counts. That's why I say, "Leave it to me—JD".

## "OUR SELECTION"

That's the name given this Glad by its originator in Australia. Most visitors to my gardens were bound to have it last year, before my stock could be released by our Government, as my start of this was imported under special permit. This year it was again much in demand. Now Uncle Sam says I may sell.

The small illustration of this Glad was from a photo one of my customers sent me. Note the many blooms open and their facing and spacing. The color combination is odd and appeals to most Glad fans.

### OUR SELECTION "STARTER ASSORTMENT"

Will give you a long season of bloom from the mixed sizes of bulbs, and a good start for next year from the 21 bulbs, and 110 bulblets.

- 1 No. 1 Bulbs
- 2 No. 2 Bulbs
- 3 No. 3 Bulbs
- 4 No. 4 Bulbs
- 5 No. 5 Bulbs
- 6 No. 6 Bulbs

And 110 Bulblets **OUR SELECTION**  
For description see  
All for \$3.00, Prepaid. page 6.

## "I've Got the Blues"

As you know, real blues in Glads are not yet. But there are some splendid near-blues, that are listed in the general blue class or section. Few Glad growers have paid as much attention as I have in securing the best of these blues or near-blues. Just run through my list and note how many of the much talked about blues you will find.

One thing that surprises me is that few, if any, of us Glad growers have mentioned the fact that **Mrs. van Konynenburg** blooms rather early. Is such a strong healthy grower, too. The color of **Aida** is deep and rich. Extra early bloomer, and good size. **Veilchenblau** another rich colored Glad, and larger than most all others in its color class. Of course **Blue Triumphator** is the sensational giant light blue variety. Seems to be improving after being grown several years in our country. **Ave Maria** also early. It's fine. "A step ahead."

The new **Pelegrina** is similar to **Aida**, but still better. Not released before next fall. In the mean time, plant **Aida**.

## This Is No Joke

The other day I read about a guy wanting a girl good, clever and beautiful. His pal said, "You don't want a girl—you want three."

I'm not saying one could not find a girl with all these desirable characteristics, but I've noticed that in Glads it's hard to find all the good points in any one variety. So don't expect perfection. If the color is just right, then the spike may be a bit weak and wobbly. If the blossoms are grand and glorious, then some may not be well placed.



**Long's** Long Season

# ASSORTMENTS

Each Assortment will be of one variety but the bulbs will be mixed sizes, from about 1/2 inch up to 1 1/4 or so. The idea is that different size bulbs bloom at different times. So by planting the assorted sizes you get a **LONG SEASON OF BLOOM** from the one planting.

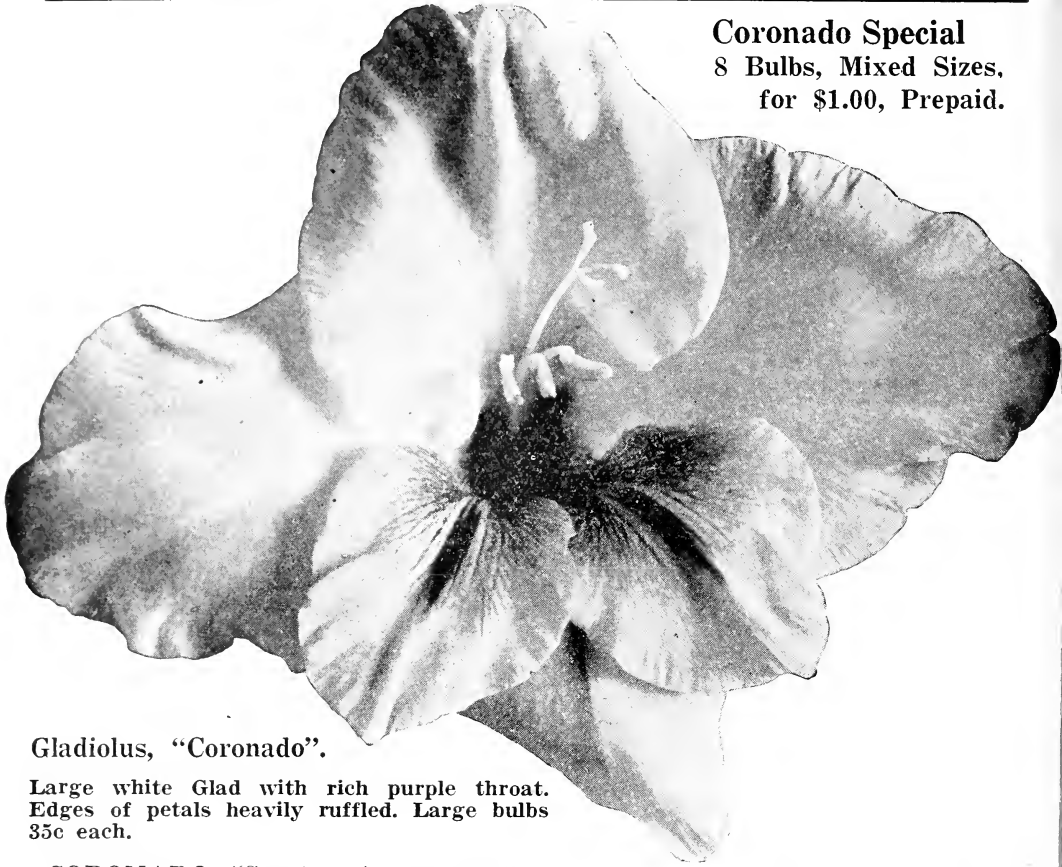
Please order just as offered. Don't change sizes, quantities or price.

Please give the Assortment number in front of name, also the variety when ordering Long's Season Assortments.

Asst. VARIETY  
No.

- LS 1—A. E. KUNDERD....26 Bulbs for \$1.00
- LS 2—AFLAME .....21 Bulbs for \$1.00
- LS 3—AIDA .....12 Bulbs for \$1.00
- LS 4—APRICOT GLOW ...34 Bulbs for \$1.00
- LS 5—AVE MARIA .....8 Bulbs for \$1.00
- LS 6—BERTY SNOW .....18 Bulbs for \$1.00
- LS 7—BETTY NUTHALL ..12 Bulbs for \$1.00
- LS 8—CHARLES DICKENS, 33 bulbs for \$1.00
- LS 9—CORONADO .....8 Bulbs for \$1.00
- LS 10—CORYPHEE .....8 Bulbs for \$1.00
- LS 11—DR. MOODY .....21 Bulbs for \$1.00
- LS 12—DR. NELSON SHOOK, 26 Bulbs for \$1.00
- LS 13—FRANK J. MCCOY ..8 Bulbs for \$1.00
- LS 14—GLORIANA .....48 Bulbs for \$1.00
- LS 15—GOLDEN DREAM ...30 Bulbs for \$1.00
- LS 16—HEAVENLY BLUE ..18 Bulbs for \$1.00
- LS 17—HERBSTZAUBER ..22 Bulbs for \$1.00
- LS 18—JANE ADDAMS ....16 Bulbs for \$1.00
- LS 19—JENNY LIND .....47 Bulbs for \$1.00
- LS 20—JOERG'S WHITE ...19 Bulbs for \$1.00
- LS 21—JUBILEE .....5 Bulbs for \$1.00
- LS 23—LOYALTY .....9 Bulbs for \$1.00
- LS 24—MARMORA .....14 Bulbs for \$1.00
- LS 25—MAROCCO .....7 Bulbs for \$1.00
- LS 26—MARY FREY .....29 Bulbs for \$1.00
- LS 27—MARY JANE .....24 Bulbs for \$1.00
- LS 29—MINUET .....28 Bulbs for \$1.00
- LS 30—MISS DES MOINES, 7 Bulbs for \$1.00
- LS 31—MISS GREELEY ...9 Bulbs for \$1.00
- LS 32—MOTHER MACHREE, 5 Bulbs for \$1.00
- LS 33—MRS. HORNBERGER 35 Bulbs for \$1.00
- LS 34—MRS. DOUGLAS ...55 Bulbs for \$1.00
- LS 35—MRS. P. W. SISSON, 54 Bulbs for \$1.00
- LS 36—KONYENBURG ...36 Bulbs for \$1.00
- LS 37—MR. W. H. PHIPPS 47 Bulbs for \$1.00
- LS 38—NANCY HANKS ....49 Bulbs for \$1.00
- LS 39—OLIVE GOODRICH ..32 Bulbs for \$1.00
- LS 40—ORANGE WONDER, 11 Bulbs for \$1.00
- LS 41—OUR SELECTION ..7 Bulbs for \$1.00
- LS 42—PAUL PFITZER ...14 Bulbs for \$1.00
- LS 43—PF. TRIUMPH ....21 Bulbs for \$1.00
- LS 46—RITA BECK .....20 Bulbs for \$1.00
- LS 47—ROYAL LAVENDER, 11 Bulbs for \$1.00
- LS 48—RUFFLED GOLD ...17 Bulbs for \$1.00
- LS 49—SALBACH'S PINK ...7 Bulbs for \$1.00
- LS 50—SONNENBERG .....8 Bulbs for \$1.00
- LS 52—SPIRIT ST. LOUIS 23 Bulbs for \$1.00
- LS 53—STUTTGARDIA ....5 Bulbs for \$1.00
- LS 54—VEILCHENBLAU ...19 Bulbs for \$1.00
- SPECIAL—Any 4 Assortments, alike or different, for \$3.60. Any 8 for \$6.90. Any 12 for \$10.00. Any 20 for \$16.00.

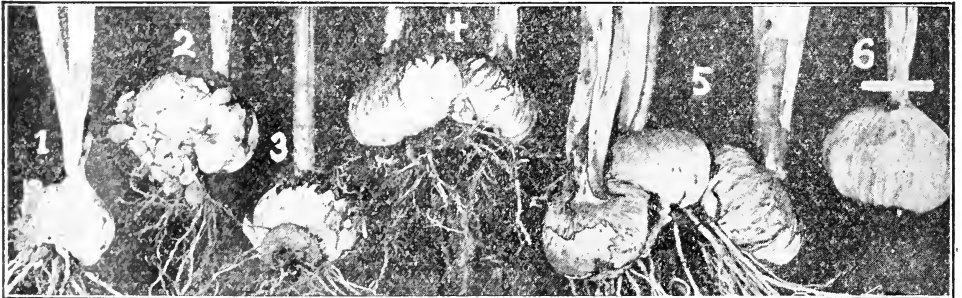
**Coronado Special**  
 8 Bulbs, Mixed Sizes,  
 for \$1.00, Prepaid.



**Gladiolus, "Coronado".**

Large white Glad with rich purple throat.  
 Edges of petals heavily ruffled. Large bulbs  
 35c each.

**CORONADO "Starter Assortment".** (1 No. 1 bulb) (2 No. 2 bulbs) (3 No. 3 bulbs) (4 No. 4 bulbs) (5 No. 5 bulbs) (6 No. 6 bulbs) (130 bulblets). The 21 bulbs and 130 bulblets all for \$3.00, prepaid. (3 Starter Assortments Coronado for \$8.00).



Here we get a glimpse of what's going on in the ground while we watch the Glads bloom. You will notice that some bulbs make several large new bulbs, others make but one. Some produce bulblets, as shown at base of bulb No. 2. Some varieties are so eager to increase and replenish the earth that they produce bulblets not only around the base of the bulb, but also under the husk all up and down the bulbs. Betty Nuthall is famous for doing this. Which explains why a very fine new glad may come down in price so fast that it causes some to think the variety is not so good after all. A wrong conclusion more likely than not.

## Something New—"Help Yourself" Collections

Here's your opportunity to make up your own collection of Glad Bulbs at special prices. But only by complying strictly with the terms of my offer.

**FIRST.** Not more than one of any item in any one collection.

**SECOND.** Items must be taken as listed. Don't split any.

**THIRD.** Smallest Collection must amount to 8 items for \$3.00

**FOURTH.** You may order by numbers only. Or, number, name, quantity, sizes. Or, cut out the page carefully, simply check the items you want, write your name and address plainly on a slip of paper pinned to the catalogue page, enclose remittance to match the amount of Collection you make up. That's the easiest way.

The two letters, **HY**, and the number following, designate or identify the item on that line. The number of bulbs and size, follow the name of the Glad.

**PRICES FOR "HELP YOURSELF" COLLECTIONS.** (Any 8 Items for \$3.00.) (Any 15 Items for \$5.00.) (Any 32 Items for \$10.00.) (Any 50 Items for \$15.00.) **ALL PREPAID.**

<b>HY</b> 1 Aflame, 5 No. 2	<b>HY</b> 47 Glory U. S. A., 1 No. 4	<b>HY</b> 92 Mrs. Sisson, 13 No. 3
<b>HY</b> 2 Aida, 4 No. 3	<b>HY</b> 48 Gloriana, 8 No. 1	<b>HY</b> 93 Mrs. Sisson, 22 No. 4
<b>HY</b> 3 Aida, 6 No. 4	<b>HY</b> 49 Gloriana, 12 No. 2	<b>HY</b> 94 Konynenburg, 5 No. 1
<b>HY</b> 4 Apricot Glow, 6 No. 1	<b>HY</b> 50 Gloriana, 19 No. 3	<b>HY</b> 95 Konynenburg, 7 No. 2
<b>HY</b> 5 Apricot Glow, 8 No. 2	<b>HY</b> 51 Gloriana, 32 No. 4	<b>HY</b> 96 Konynenburg, 10 No. 3
<b>HY</b> 6 Apricot Glow, 14 No. 3	<b>HY</b> 52 Gloriana, 44 No. 5	<b>HY</b> 97 Konynenburg, 15 No. 4
<b>HY</b> 7 Apricot Glow, 20 No. 4	<b>HY</b> 53 Gloriana, 55 No. 6	<b>HY</b> 98 Konynenburg, 22 No. 5
<b>HY</b> 8 Apricot Glow, 25 No. 5	<b>HY</b> 54 G. Dream, 8 No. 1	<b>HY</b> 99 Konynenburg, 33 No. 6
<b>HY</b> 9 Apricot Glow, 40 No. 6	<b>HY</b> 55 H. Blue, 7 No. 3	<b>HY</b> 100 O. Goodrich, 6 No. 1
<b>HY</b> 10 Ave Maria, 3 No. 3	<b>HY</b> 56 H. Blue, 12 No. 4	<b>HY</b> 101 O. Goodrich, 8 No. 2
<b>HY</b> 11 Ave Maria, 4 No. 4	<b>HY</b> 57 Jubilee, 1 No. 2	<b>HY</b> 102 O. Goodrich, 12 No. 3
<b>HY</b> 12 Ave Maria, 6 No. 5	<b>HY</b> 58 Jubilee, 4 No. 6	<b>HY</b> 103 O. Goodrich, 18 No. 4
<b>HY</b> 13 Ave Maria, 8 No. 6	<b>HY</b> 59 La Paloma, 2 No. 3	<b>HY</b> 104 O. Goodrich, 26 No. 5
<b>HY</b> 14 B. Nuthall, 3 No. 2	<b>HY</b> 60 Loyalty, 2 No. 3	<b>HY</b> 105 O. Wonder, 2 No. 1
<b>HY</b> 15 B. Nuthall, 5 No. 3	<b>HY</b> 61 Loyalty, 3 No. 4	<b>HY</b> 106 O. Wonder, 3 No. 2
<b>HY</b> 16 B. Nuthall, 7 No. 4	<b>HY</b> 62 Loyalty, 5 No. 5	<b>HY</b> 107 O. Wonder, 4 No. 3
<b>HY</b> 17 B. Nuthall, 9 No. 5	<b>HY</b> 63 Marmora, 3 No. 2	<b>HY</b> 108 O. Wonder, 6 No. 4
<b>HY</b> 18 B. Nuthall, 13 No. 6	<b>HY</b> 64 Marmora, 6 No. 4	<b>HY</b> 109 O. Wonder, 8 No. 5
<b>HY</b> 19 C. Dickens, 7 No. 1	<b>HY</b> 65 Marmora, 9 No. 5	<b>HY</b> 110 O. Wonder, 11 No. 6
<b>HY</b> 20 C. Dickens, 10 No. 2	<b>HY</b> 66 Marmora, 12 No. 6	<b>HY</b> 111 Our Selection, 2 No. 2
<b>HY</b> 21 C. Dickens, 14 No. 3	<b>HY</b> 67 Marocco, 2 No. 2	<b>HY</b> 112 P. Carter, 3 No. 1
<b>HY</b> 22 C. Dickens, 20 No. 4	<b>HY</b> 68 Marocco, 3 No. 3	<b>HY</b> 113 P. Carter, 5 No. 2
<b>HY</b> 23 C. Dickens, 26 No. 5	<b>HY</b> 69 Marocco, 4 No. 4	<b>HY</b> 114 Pf. Triumph, 5 No. 2
<b>HY</b> 24 C. Dickens, 40 No. 6	<b>HY</b> 70 Marocco, 6 No. 5	<b>HY</b> 115 Pf. Triumph, 8 No. 3
<b>HY</b> 25 Com. Koehl, 1 No. 2	<b>HY</b> 71 Mary Frey, 6 No. 1	<b>HY</b> 116 Pf. Triumph, 10 No. 4
<b>HY</b> 26 Coronado, 2 No. 2	<b>HY</b> 72 Mary Frey, 8 No. 2	<b>HY</b> 117 Prof. Keesom, 6 No. 4
<b>HY</b> 27 Coronado, 3 No. 3	<b>HY</b> 73 Mary Frey, 11 No. 3	<b>HY</b> 118 Prof. Keesom, 11 No. 5
<b>HY</b> 28 Coronado, 4 No. 4	<b>HY</b> 74 Mary Jane, 8 No. 4	<b>HY</b> 119 Prof. Keesom, 15 No. 6
<b>HY</b> 29 Coronado, 6 No. 5	<b>HY</b> 75 Mary Jane, 12 No. 5	<b>HY</b> 120 Rita Beck, 4 No. 1
<b>HY</b> 30 Coronado, 8 No. 6	<b>HY</b> 76 Mary Jane, 16 No. 6	<b>HY</b> 121 Rita Beck, 6 No. 2
<b>HY</b> 31 Coryphee, 2 No. 2	<b>HY</b> 77 Minuet, 6 No. 2	<b>HY</b> 122 Rita Beck, 9 No. 3
<b>HY</b> 32 Coryphee, 3 No. 3	<b>HY</b> 78 Minuet, 10 No. 3	<b>HY</b> 123 Rita Beck, 12 No. 4
<b>HY</b> 33 Coryphee, 4 No. 4	<b>HY</b> 79 Minuet, 14 No. 4	<b>HY</b> 124 Sal. Pink, 2 No. 3
<b>HY</b> 34 Coryphee, 6 No. 5	<b>HY</b> 80 Minuet, 18 No. 5	<b>HY</b> 125 Sal. Pink, 5 No. 5
<b>HY</b> 35 Coryphee, 8 No. 6	<b>HY</b> 81 M. Des Moines, 2 No. 2	<b>HY</b> 126 Spt. St. Louis, 4 No. 2
<b>HY</b> 36 Dr. Moody, 4 No. 1	<b>HY</b> 82 M. Des Moines, 3 No. 3	<b>HY</b> 127 Spt. St. Louis, 7 No. 3
<b>HY</b> 37 Dr. Moody, 5 No. 2	<b>HY</b> 83 M. Machree, 1 No. 2	<b>HY</b> 128 Spt. St. Louis, 11 No. 4
<b>HY</b> 38 Dr. Moody, 7 No. 3	<b>HY</b> 84 M. Machree, 2 No. 3	<b>HY</b> 129 Spt. St. Louis, 17 No. 5
<b>HY</b> 39 Dr. Moody, 10 No. 4	<b>HY</b> 85 M. Machree, 3 No. 4	<b>HY</b> 130 Stuttgardia, 1 No. 2
<b>HY</b> 40 Dr. Moody, 13 No. 5	<b>HY</b> 86 M. Machree, 4 No. 5	<b>HY</b> 131 Sunshine Girl, 2 No. 5
<b>HY</b> 41 Dr. Moody, 19 No. 6	<b>HY</b> 87 Hornberger, 7 No. 2	<b>HY</b> 132 Veilchenblau, 4 No. 2
<b>HY</b> 42 Dr. Shook, 3 No. 2	<b>HY</b> 88 Hornberger, 11 No. 3	<b>HY</b> 133 Veilchenblau, 6 No. 3
<b>HY</b> 43 Dr. Shook, 10 No. 3	<b>HY</b> 89 Hornberger, 16 No. 4	<b>HY</b> 134 Veilchenblau, 9 No. 4
<b>HY</b> 44 Dr. Shook, 15 No. 4	<b>HY</b> 90 Mrs. Sisson, 9 No. 1	<b>HY</b> 135 Veilchenblau, 12 No. 5
<b>HY</b> 45 Dr. Shook, 22 No. 5	<b>HY</b> 91 Mrs. Sisson, 12 No. 2	
<b>HY</b> 46 Dr. Shook, 28 No. 6		

## Glad Gossip

**My word, how it has grown!** Originally, the *Gladiolus* department required only part of one column in my spring catalogue.

**But look at it now!** Other departments have not been neglected. They are stronger than in former years. But I got so interested in Glads that they have become a hobby with me. And I'm glad of it. Fine for me, and great for thousands of my customers who are also becoming "Glad conscious", or Glad fans.

**Even if I never accomplish anything more,** I shall feel I've done something worth while in helping others get more out of life by growing, knowing and loving Glads. Wish you could read the letters I receive from many who have discovered how far a little money goes in furnishing entertainment right around their own homes, for the whole family. And beautifying the homes, outside and inside.

**Some—in fact, a good many—**have developed their Glad hobbies into paying businesses, either on the side or as full time jobs. One thing I've never been guilty of is telling my friends and customers that there's a fortune in growing Glads. I know many who have done right well with Glads commercially. And I see others gradually building up a pleasant and profitable Glad business. It's largely a matter of love for the work, a reasonable amount of business sense, patience and perseverance, an honest and liberal policy of giving every customer a square deal, and adding some of the newer and better varieties each year. Never a get-rich-quick proposition.

**Frequently I'm asked why I've dropped** certain varieties from my list. I can not take time to answer such inquiries nor do I deem it my "bounden duty" to do so.

**Usually, the reason is,** I don't care to have too large a list to look after and keep varieties from becoming mixed. As I add new kinds, I must drop some of the older varieties. Often, it is most convenient to drop some of which my stocks have run so low that not much loss in omitting them from my list. Sometimes, because the varieties are slow propagators, or the bulbs they produce are very tender, even a little bruising causing them to look bad and even "mummify" in storage. Some kinds just naturally produce a large percent of tough looking, unsalable bulbs. They may grow all right, but customers would not accept them. Other varieties have been superseded by similar but better originations. I shall not name any of the has-beens, for I was brought up never to speak ill of the dead.

**Speaking of appearance of bulbs,** while it is true that some stocks are diseased and a few bulbs in any lot may be diseased, yet I'm sure there is a lot of unwarranted worrying being done over bulbs that may seem to be diseased, but are really OK. Appearances are against them. They have been abused in handling. Or met with bug bandits that disfigured them. Or grew so fast they outgrew their clothes, or were dug too late—any one of a thousand little conditions might have caused them to lose that school girl complexion.

**There's a lot we know that isn't true.** For example, we naturally think that a bulb will give best results if it has been stored so it will retain its plump, buxom figure until planting time. Well, do a little experimenting and treat yourself to some surprises. Last summer I saw a demonstration of this in the field of Mr. Willis R. Skelly, Stroh, Indiana. One lot of bulbs were kept cool and came through the winter plump and apparently peppy. The other lot, same

variety, were kept warm and dry, so the bulbs looked like some that our customers would be disappointed to receive. Well, the dried, considerably shrunken lot, made taller spikes and bloomed earlier than the other lot. In fact, they were about done blooming when the husky lot began to show color.

**Some bulbs have thick husks** that cover the entire bulb. Others go modern and wear almost no clothes. And by the time the latter have been pawed over in the trays all winter they are fit candidates to join one of these new cults we read about that have gone native. Yet many growers take time to remove the husks from their choicest bulbs before planting. So why worry if some of the bulbs you receive are already prepared to be planted?

**Referring again to diseased bulbs,** or bulbs that seem to have jaundice, hives, shingles, or what not—most large commercial growers treat their stocks on general principles, and if bulbs you receive are grown from such treated stocks, there is seldom any need of the small grower bothering about treating bulbs. But if you do want to take the utmost precautions and treat your bulbs and bulblets, you have my permission.

**Just what treatment is best** is more than I would undertake to say. I have used Semesan for years, and still use it some. But last year I used CALOGREEN, and believe it has considerable merit. Write the makers, MALLINCKRODT CHEMICAL WORKS, St. Louis, Mo., for literature, and prices. Your druggist can get this for you if you don't care to order it. Bear in mind that the bulbs or bulblets **should be planted wet**, as soon as come out of the brief soaking in CALOGREEN. The soaking covers the bulbs with a thin layer of the chemical, which remains all summer. If bulbs allowed to dry before planting, the coating will rub off. One grower reports very good results from DIP DUST. Uses same as suggested for CALOGREEN.

**What about thrips?** I thought you would ask that question sooner or later. Well, for one thing, don't worry too much about thrips. Like other pests, they come and go. Are worse in a hot dry season, or following a mild winter, or both.

**I've never had this pest to deal with.** So I don't know much about combating it. If you think any likelihood of thrips being carried over in or on the bulbs, drop the bulbs into ordinarily denatured alcohol for **one minute**. Watch the magazines for suggested treatments. Join the American *Gladiolus* Society and ask for data.

**Yes, "join" the American *Gladiolus* Society.** Costs you \$2.00 a year. You receive a splendid magazine, *THE GLADIOLUS REVIEW*, the first of every month the whole year. You don't have to peek through a knot hole to see the National Glad shows. You, a member, are admitted free. Send your \$2.00 to Roscoe Huff, Sec'y., Goshen, Ind.

**Some Glad Questions Answered,** is the title of a 4-page folder I send to all who order at least \$1.00 worth of Glads from me. It gives additional information on growing Glads for pleasure and profit. The field is so large that one pamphlet or even one book can not cover it all. But this little folder helps some. In fact, it helps a lot. Please note that my time is so fully taken up with my regular duties that I cannot answer additional questions, by letter, regarding Glad growing, or other garden problems.

**When to dig glads.** Small bulbs from bulblets may be dug any time from mid summer on. Larger bulbs when husk is smooth, (not wrinkled or creased) yet before tops get really brown or dead.



### **“William G.”—A Dahlia Different In Color and Form**

(Hybrid-Cactus.) Flowers very large, with petals rather narrow, thickly set, and considerably twisted, giving the appearance of having just had a marcel at the beauty parlor. Color mostly henna or red tones, with suffusion of apricot. Some blooms show more of the apricot than others. The blossoms are usually ideal in form. The fantastic petals, and coloring, very remarkable and charming. **TRY THIS:** Cut a fully opened blossom with little or no stem. Place in low bowl or dish, on the order of a soup plate. Keep water in dish. Note the effect. Will last for days. Each, 80c.

### **“Andy Gump”—Tall, Big Red Dahlia. You’ll Say It’s Well-Named!**

The large bright red blossoms are held well up above the foliage on extra long, strong stems. In fact, it was the long “neck” supporting each blossom as well as the tall plant, that suggested the name. Fine for cutting. Each, 50c.

### **Exhibition Dahlia—“Margaret Woodrow Wilson”**

Color, an opalescent pink. Face a creamy white. Reverse phlox pink. The pink shining through the cream produces the opalescent effect. A distinctively rich pastel tone. Large, thick blossoms. Early and continuous and very profuse bloomer. Each, 70c.





### Delightful Dollar Dahlia—"Cloudland Gem"

"Are you listening?" I'll stake my reputation as a judge of super dahlias on this little known variety. Not much stock of it in the whole country. Yet the price is only one dollar. Seldom, if ever, has such a splendid dahlia been offered at a dollar when still so new and scarce.

**CLOUDLAND GEM** is a large beautiful cream white, shading to shell pink toward the outer petals. The immense flowers are held erect on long strong stems. Decorative. Each, \$1.00.

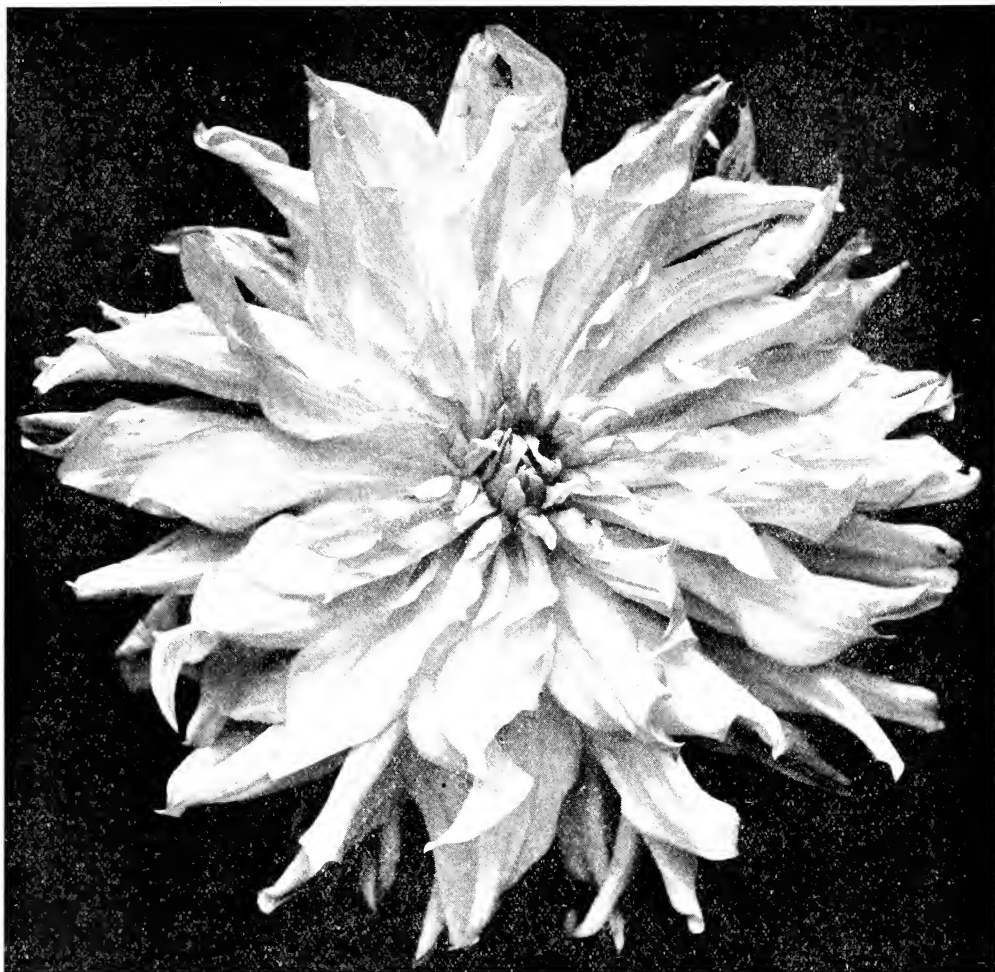
### A Cool and Refreshing Dahlia—"Lemonade"

No joke about it. That's just the sensation you experience even if it's "bilin' hot weather" when you see this new dahlia in bloom.

**LEMONADE** is similar in form and size to Cloudland Gem, but the color is a cool, clear, light yellow. It is known as one of the finest dahlias ever originated in New England. A Roll of Honor dahlia. Each, \$1.50.

**DAHLIA POINTERS:** Dahlia tubers should not be set out until nearly May 1st. Be sure to divide the clumps of last year, leaving a portion of the base of stem on each tuber, for it is at this part of the clump that the eyes are located, and each tuber must have an eye to grow. One eye is sufficient. Lay Dahlia tubers flat, when planting. Cover four or five inches.





### New Giant Hybrid Cactus Dahlia—Elizabeth Long

Originated by Denver's famous dahlia specialist, Mr. W. W. Wilmore, who describes this lovely dahlia as follows:

"A giant in both flower and robust plant, attaining a height of seven feet under good cultivation, producing immense flowers on exceptionally long erect stems.

"Normally the flowers make a diameter of 8-9 inches. By disbudding they will easily make an 11-inch diameter. It is an early and continuous bloomer, in type a pronounced Hybrid Cactus.

"The color is difficult to describe in a way to do it justice, as it combines many shadings, running through amber, pink, and bronze, a pleasing combination of autumn tints. Among its other good qualities it has proven an excellent variety for cutting". Each, \$3.00.

**"EDITOR'S NOTE".** My objection to this new dahlia is that it's much larger and lovelier than the splendid dahlia Mr. Wilmore introduced a few years ago and named for me. However, Wilmore knows his dahlias, which accounts for the more charming origination being named for daughter Elizabeth. So, all is forgiven.

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**TO KEEP DAHLIAS HEALTHY.**—Watch your plants closely. If the leaves turn brownish, or curl, or if the buds seem to blast, spray the plants well several times with some tobacco solution (Black Leaf 40 very good). Chances are that aphids, lice or tiny red spiders are at work. Dashing plants frequently with water from hose also helps. Don't wait too long—do the pest before they do the plants.

# **LONG'S Delightful Dahlias—Many Prices Reduced, 1932**

## **Five Dahlia Types**

My list includes the five main types as to form. **CACTUS** has pointed petals, often the petals rolled or twisted. If petals too broad for Cactus, yet not broad enough for Decorative, then we call this the **HYBRID CACTUS** type. The **DECORATIVE** type has broad, flat petals and many of them. The **PEONY** type is similar to Decorative but has fewer petals, making the blossoms much thinner. The **SHOW** type has quilled petals, making a ball shaped or nearly ball shaped blossom.

## **Superb Named Dahlias**

**ANDY GUMP.** (Dec.) The very tall splendid red, dahlia held up high on long, straight, stiff stem. Each, 50c.

**ANN RUTLEDGE.** (Dec.) Wonderful shade of Oriental fuchsia blended with lavender. The flowers are of giant size, borne on strong cane-like stems. A splendid keeper, excellent cut flower and exhibition variety. Each, \$2.50.

**ATLANTIC OCEAN.** (Hybrid Cactus.) A fine large flower borne on long stems. Blooms well above the foliage. Color, bright lemon. Fine in every way. Each, 50c.

**AVALON.** (Dec.) Pure, clear yellow flowers of immense size. Yet the stems are long, and so strong that the big blooms are held in ideal position, making this an excellent cutting variety. Each, 50c.

**BARBARA REDFERN.** A beautiful blending of old rose and old gold. The blooms are large and are held on fine stems over a husky bush. In type it is a formal decorative, with good size, depth and substance. Each \$1.00.

**BASHFUL GIANT.** (Dec.) One of the largest dahlias introduced. The immense blooms are excellent for exhibition, the color is apricot with golden shadings. Each, 50c.

**BETHEL'S BEAUTY.** (Dec.) Color is deep lilac blue, the nearest approach to blue that we have seen in a dahlia. Each, \$1.00.

**CHAMPAGNE.** (Dec.) Golden champagne with chamois shadings. A wonderful dahlia on account of its distinct coloring, unique form, immense size, strong stems. Each, 50c.

**CHAS. STRATTON.** (Dec.) Pale gold shaded and tipped rose-red. Immense blossoms. Each, 60c.

**ELIZA CLARKE BULL.** (Dec.) Large, deep, white formal decorative. It blooms freely. Good stems. Each, \$1.25.

**CLOUDLAND GEM.** (Dec.) Shell pink, shading to cream white in center. Very large and full flower, supported by strong stem of good length for cutting. Each, \$1.00.

**"DEE-LIGHTED,"** (Show.) Pure white. Probably the largest of all show dahlias. Each, 30c.

**DELICE.** (Dec.) Rose pink. One of the best for cutting. Each, 25c.

**D. M. MCORE.** (Show.) Deep velvety maroon. Gigantic blossoms, too heavy for stem. Not good for cutting. Each, 30c.

**DR. E. R. BARTLEY.** (Giant Decorative.) One of the very largest Dahlias in existence. A real whale of a bloom. Color beautiful orchid lavender. Splendid for exhibitions and a sight to behold in the garden. Stem a little weak for the monster blossom. Each, \$3.00.

**EAGLE ROCK JEWEL.** (Incurved Cactus.) Beautiful color combination of cream overlaid with cameo pink. Flowers large on strong stems. Centers full. Each, \$2.00.

**EAGLE ROCK SUNSHINE.** (Cactus.) A deep shade of yellow. Very large flowers are held perfectly erect on strong, upright stems. The blooms are full to the center until frost. Each, \$1.00.

**EDITH BERYL.** (Dec.) Old gold, shaded to bronze. Reverse of petals, Jasper pink. The long twisting petals reflexing to the stem form a bloom of great depth and large size. Fine cutting variety. Each, \$1.00.

**EDNA FERBER.** (Hybrid Cactus.) The extreme size and beauty of this flower attract attention wherever shown. The petals are curled and twisted, forming an extremely full flower held erect on fine stems. Color, glistening coral, shading to old gold at base of petals. Each, \$1.50.

**ELIZABETH LONG.** (See page 17.) Each, \$3.00.

**FORT WASHINGTON.** (Decorative.) Dark mahogany-red—the largest Dahlia of this color known. The bush, too, is strong and robust, and the stems are stiff and straight. A good exhibition variety. Each \$1.00.

**GERO'S PINK.** (Show.) Rich pink, beautifully quilled. Each, 50c.

**HELEN HOLLIS.** (Show.) Beautifully quilled type, like Gero's Pink, but **bright red**. Large. Each, 40c.

**JANE COWL.** (Dec.) A massive deeply decorative with petals curled and twisted. Color, a glistening bronzy buff and old gold, blending to a deeper shade toward the center. Stem holds the massive flower in good position. Foliage thick and leathery. Each, \$1.25.

**J. D. LONG.** (Dec.) Flowers are always full and well formed. Stems long and rigid, holding the flowers erect. Color, a blending of autumn tints of salmon-pink, amber and bronze. Splendid for cutting. Each, 50c.

**JEAN HARE.** (Hy. Cactus.) Golden yellow when flower first opens. Turns to gorgeous apricot-buff, the outer rows of petals golden bronze. A fine delightfully different dahlia that attracts attention in field and on the show tables. Each, \$1.50.

**JERSEY'S BEACON.** (Dec.) A decided novelty of Chinese scarlet with a paler reverse, giving a two-toned effect. Each, 60c.

**JERSEY'S BEAUTY.** (Dec.) Beautiful pink, with lovely formation, excellent stem and fine keeping qualities. Each, 50c.

**KATHLEEN NORRIS.** (Dec.) A great exhibition variety—the first to win the Achievement Medal at two shows. An immense bloom, informal decorative in type, true rose-pink in color—later deepening to mallow-pink. It is a many petaled, full centered flower of great depth. Each, \$3.00.

**KIWANIAN.** (Peony.) Long, wiry stems, from 18 to 22 inches, yet holding the flower in perfect poise. Plant is strong, with numerous side branches. Flowers 8 to 9 inches. Disbudded will reach 10 to 12 inches. Among the best of the Peony type. Color rich American Beauty red, shading to purple red. This dahlia was honored in name by the Kiwanians of Golden, Colo. Each, 60c.

**LEMONADE.** (Dec.) Immense clear lemon yellow flower of fine formation. Long stiff stems. Each, \$1.50.

**LEWIS, JR.** (Hybrid-Cactus.) Large gorgeous velvet-red, shading deeper to the center; outer petals curved and twisted, showing a violet blue on back. Stems are long and stout. Each, 75c.

**LIBERTY BOND.** (Dec.) Rich apricot. Immense flowers. Each, 50c.

**LITTLE JEWEL.** A miniature decorative. Popular as a cut flower, especially for decorations. Color, peach blossom pink. Each, 50c.

**MARGARET WOODROW WILSON.** An exhibition dahlia of immense size and wondrous beauty. Color, an opalescent pink. Good grower, early and profuse bloomer. Each, 70c.

**MARIPOSA** (Cactus.) A very large, graceful bloom with curly petals. Color is a lavender pink. Blooms very freely and has good stems. Each, \$1.00.

**MRS. ALFRED B. SEAL.** (Dec.) This is an outstanding exhibition Seal dahlia of recent introduction. Color, pure glowing old rose or violet rose. No other dahlia like it. Each, \$5.00.

**MRS. CARL SALBACH.** (Dec.) Soft lavender-pink. Remarkable stems. Extra fine for cutting. Each, 40c.

**MRS. IDA DE VER WARNER.** (Dec.) Exquisite soft orchid or rosy mauve. Although very large it is splendid for cutting and exhibition purposes. Each, 50c.

**OPHIR.** (Dec.) A superb decorative, borne on long fine stems, holding the flower to view. Flowers medium size with full center, on long stems. Color, rich old gold with amber shading. Fine exhibition flower. Each, 50c.

**OUR COUNTRY.** (Dec.) Petals purple, tipped white. Exhibition size, well formed. Pleasing novelty. Each, \$1.00.

**PRIDE OF FORT MORGAN.** (Dec.) A giant red that is said to be the largest red Decorative variety to date. "A whale of a dahlia." Each, 75c.

**PURPUREA REGIA.** (Dec.) Royal purple, with silvery white reverse, giving a two-tone effect, that arrests attention and admiration. Large blooms, long stems. Originated by Geo. Wm. Veditz. Each, \$1.00.

**QUEEN OF THE GARDEN BEAUTIFUL.** (Dec.) Originated in famous garden of San Quentin prison. Immense light yellow. Each, 90c.

**RADIO.** (Dec.) Blood-red, edged and tipped with yellow. One of the largest dahlias to date. Each, 80c.

**RHODANE.** (Dec.) Rose and bright lemon yellow, the lovely blending of color and fine form making it a very attractive dahlia. Originated by Geo. Wm. Veditz. Good stems. Each, \$1.00.

**ROLLO BOY.** (Hybrid Cac.) Delicate shade of amber, deepening to old gold. The large flowers carried well on long stiff stems. One of the extra good dahlias. Each, 60c.

**ROSA NELL.** (Dec.) Pure, bright rose, so rich, strong and rare that it stands alone. Immense flowers. Often called "The 100% Dahlia", because of its many good qualities. Each, 50c.

**SALBACH'S WHITE.** (Dec.) Large white blooms of fine form and good substance on good stems. Each, \$1.00.

**SANHICAN'S PEACH.** (Dec.) Color the shade of a ripe peach, with a real peach-cheek glow. The charm is enhanced by the oddly twisted and staghorn tips. Something different, and outstanding. Each, \$1.50.

**SHENANDOAH.** (Dec.) Rich wine colored flowers of gigantic size on long stems. Makes visitors "Ah!" and "Oh!" Very tall and free blooming plant. Each, 60c.

**SILVERADO.** (Hybrid Cactus.) Immense blooms of white, shading to delicate silvery lavender in center. Well branched plants almost covered with these huge feathery blooms. Each, \$1.00.

**SOLO MIO.** (Dec.) Another extra large dahlia. Color, rich deep yellow, with suggestion of apricot. Stems strong. Each, \$1.00.

**WASHINGTON CITY.** (Cactus.) Very large pure white cactus with star-like flowers on long, stiff stems. A splendid white. Each, 50c.

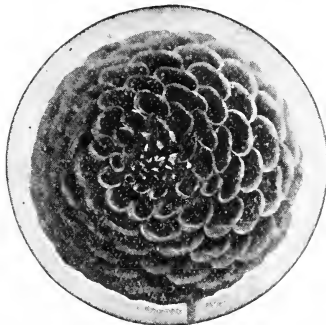
**WILLIAM G.** (Dec.) A mammoth flower of shaggy form. Could be classed as Hybrid Cactus. Plant of sturdy well-branched habit. Color, rich henna shades. A wonderful flower. Each, 80c.

## Dahlia Seed

**LONG'S SPECIAL MIXTURE.** A good mixture. Pkt., 25c.

**LONG'S PROFESSIONAL MIXTURE.** Seed saved from only the newer and finer varieties. Should produce a larger per cent of extra fine kinds, though we never can tell. Pkt., \$1.00.

**NOTE:** Dahlias from seed come mostly Peony flowered or Decorative types.



## Cute Little "Pompon" Dahlias

Very popular. They are of the Show type, but blossoms only about 2 inches in diameter. Splendid for cutting, lasting for days—much longer than other dahlias, when cut. Plants 3 to 4 feet high, and prolific bloomers.

**AMBER QUEEN.** Rich old gold.....30c

**DARKNESS.** Rich velvety maroon.....30c

**GEO. IRELAND.** Lovely Lavender.....30c

**GOLDEN PAPOOSE.** Golden yellow, shaded to cherry-red.....50c

**LITTLE DAVID.** Burnt orange.....30c

**LITTLE BEESWING.** Cherry-red, shaded Amber.....30c

**MARIETTA.** Wine purple.....30c

**PURITY.** Pure white. Fine form.....30c

**RITA'S PAPOOSE.** Golden yellow, shaded to cherry-red.....50c

**ROSE WILMOTH.** Rose pink.....30c

**SUNSET.** Clear orange. Beautiful.....30c

**WIGWAM PAPOOSE.** Golden yellow. Stems long. Blossoms small. Fine for cutting.....50c

**WHITE PAPOOSE.** Pure white. Dainty.....50c

**YELLOW GEM.** Pure yellow. Excellent.....30c

**SPECIAL POMPON COLLECTION.** One each of the 14 Pompons (value \$5.00) for \$4.00, prepaid.

**ANOTHER SPECIAL:** Any 5 of the 30c Pompons for \$1.20, prepaid.

**STILL ANOTHER:** Any 3 of the 50c Pompons for \$1.25, prepaid.



## **LONG'S** Labeled Dahlia Collections

### \$4.00 Labeled Dahlia Collection

Andy Gump	Helen Hollis
Atlantic Ocean	Liberty Bond
Bashful Giant	Mrs. Salbach
Champagne	Ophir
Dee-Lighted	Shenandoah
Gero's Pink	Washington City

ONE EACH OF THESE 12, VALUE \$5.70, FOR \$4.00, PREPAID.

### \$7.00 Labeled Dahlia Collection

Avalon	Ophir
Bethel's Beauty	Pride Ft. Morgan
Champagne	Q. Gar. Beautiful
Jersey's Beacon	Rhoden
Jersey's Beauty	Rollo Boy
Kiwanian	Rosa Nell
Margaret Wilson	Shenandoah
Mrs. I. Ver Warner	William G.

ONE EACH THESE 16, VALUE \$10.45, FOR \$7.00, PREPAID.

### \$10.00 Labeled Dahlia Collection

Chas. Stratton	Mariposa
Edith Beryl	Our Country
Edna Ferber	Purpurea Regina
Jane Cowl	Salbach's White
Jean Hare	Sanhican's Peach
Lemonade	Silverado
Marg. Wilson	William G.

ONE EACH THESE 14, VALUE \$15.35, FOR \$10.00, PREPAID.

### \$16.00 Labeled Dahlia Collection

Ann Rutledge	Kathleen Norris
Barbara Redfern	Kiwanian
Cloudland Gem	Our Country
Dr. Bartley	Purpurea Regina
Eagle R. Jewel	Rhoden
Elizabeth Long	Sanhican's Peach
Eliza C. Bull	Rollo Boy
Jean Hare	Shenandoah
J. D. Long	

ONE EACH THESE 17, VALUE \$24.95, FOR \$16.00, PREPAID.

## Double Flowered Peonies

My large list of Peonies is offered only in the fall. But here are some splendid varieties for your early spring planting. **PLANT THEM EARLY**, for best results.

Prices are for standard divisions, each with 3 eyes or more, priced **prepaid in U. S. A.** If for Canada, add 8 cents to price of each division.

	Each
<b>AVALANCHE.</b> Large white. Fragrant.....	\$ .60
<b>CHAS. McKELLIP.</b> Rich, bright silky red. Very large. Semi-rose form....	.60
<b>COURONNE D' OR.</b> White, with circle yellow stamens around center.....	.50
<b>EDULIS SUPERBA.</b> Early pink.....	.50
<b>FELIX CROUSSE.</b> Clear bright red....	.75
<b>FESTIVA MAXIMA.</b> White, flecked red.	.50
<b>GRANDIFLORA.</b> Lilac-pink. Large. Late	.75
<b>KARL ROSENFELD.</b> Velvety crimson..	.60
<b>LOUIS VAN HOUTTE.</b> Beautiful dark crimson with attractive lustre.....	.60
<b>LUETTA PFEIFFER.</b> White, flushed pink. Gold stamens. Large yet early	1.50
<b>OCTAVIE DEMAY.</b> Light pink. Very early. Strong stiff stems. Splendid...	.60
<b>RENIE HORTENSE.</b> Hydrangia pink. Large, lovely, lasting. Strong stems...	1.00
<b>SARAH BERNHARDT.</b> Apple-blossom pink.....	1.25
<b>NOT NAMED.</b> But labeled as to colors. Your choice of White, Pink or Red....	.40

## Peony Quantity Prices

Make your own selections from above list, at: \$3.00 worth for **\$2.60**. \$6.00 worth for **\$5.00**. \$10.00 worth for **\$8.00**. All prepaid.

## Lost Label Dahlias

Made up from stocks that have lost their labels, also other lots of which we have too few to list, as well as from surplus of good varieties listed. **Will average worth not less than 40c each.** None labeled at: 4 for \$1.00; 9 for \$2.00; prepaid.

## Statice (Sea Lavender)



**STATICE (Sea Lavender).** Latifolia, light blue. Fine for combining with other flowers, especially with Glads. **EVERY GLAD GROWER SHOULD HAVE A GOOD SUPPLY OF STATICE.**

**Large Statice Roots,** (4 for \$1.00) (10 for \$2.00). **Good but Smaller Statice Roots,** (8 for \$1.00) (18 for \$2.00). Prepaid.

**Statice Seed.** Pkt., 10c  $\frac{1}{4}$  oz., 50c.

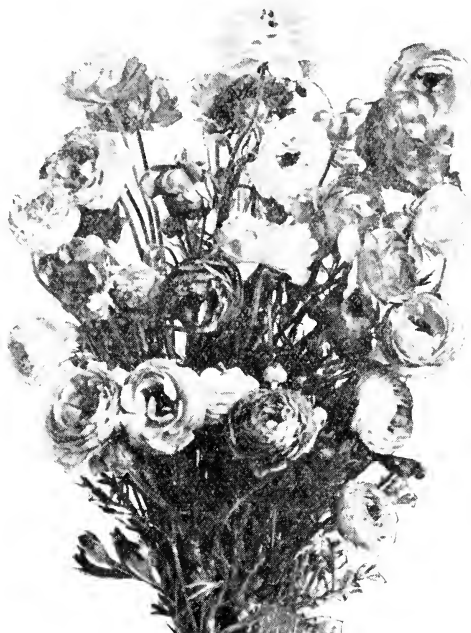
## Bleeding Heart Roots



**BLEEDING HEART.** Strong roots. (Each, 60c) (3 for \$1.50) (10 for \$4.00). Prepaid.

## Two Little Known Flowers

(And Such Funny Looking Bulbs!)



## Ranunculus Bulbs

Nothing produces a brighter effect than a bed of Ranunculus. The flowers are wonderfully good for cutting also. Plants about a foot high with flowers two inches or so in diameter, many of them double. In a variety of bright and pleasing colors.

The bulbs are even funnier in appearance than those of the Anemone. They look like dried up bird's feet and of no value whatever. You'd swear they would not grow, much less produce beautiful flowers. But just plant them out in the garden any time after the ground warms up and see them do their stuff. Set these little "crowfoot" bulbs about two inches deep, pressing them firmly in the soil. (The "claws" are bottom of bulb).

Space the bulbs 5 or 6 inches apart, though may be a little closer. Just cultivate and water moderately. Easy to grow. In fall take up the bulbs, store in dry place away from frost. Replant the next spring. **Prices:** doz., 40c; 50 for \$1.50; 100 for \$2.90, prepaid.

## Anemone Bulbs

Plant the bulbs any time from early spring to middle of June. The plants grow 8 to 12 inches high. Several flower stems come from a small bulb. Flowers are bright colors in mixture, some single, a few double, and several inches in diameter.

The Anemone bulbs are very peculiar. Dry, hard and apparently lifeless. But respond quickly when planted two inches deep in any good garden soil. Set the bulbs 4 to 6 inches apart. No special culture required. In fall, take up bulbs and store in a dry place. Replant the next spring. (Or, use for pants buttons. That's what they look like!)

**Price** for these funny little bulbs that produce such a wealth of blooms: Doz., 40c; 50 for \$1.50; 100 for \$2.90; prepaid.

**LONG'S Popular Named Irises for Spring, 1932**

(All Priced Prepaid in U. S. A.)

	Each	Per Three	Per Ten
<b>AMBASSADEUR.</b> Standards bronzy-violet. Falls rich velvety red-purple. \$ .15	\$ .15	\$ .35	\$ 1.00
<b>ANNA FARR.</b> Flowers white, bordered with blue.....	.18	.40	1.20
<b>ASIA.</b> Standards lavender, suffused purple. Falls light purple. Plant tall and branching. Blooms large.....	.40	1.00	3.00
<b>BLACK PRINCE.</b> True Perry variety. Standards intense violet. Falls black-purple. Rich attractive color combination.....	.18	.40	1.10
<b>BRANDYWINE.</b> Light violet.....	.30	.70	2.00
<b>BRUNO.</b> Standards bronze, tinted lavender, shading to yellow at base. Falls deep rich red purple.....	1.00	2.50	7.50
<b>CANDLELIGHT.</b> Lovely large flowers of pinkish lavender illuminated from within with a rich golden glow. Just enough contrast to give a soft color effect. Several years ago Candlelight won highest place in symposium by the American Iris Society.....	1.50	4.00	10.00
<b>CARDINAL.</b> Standards lavender-rose. Falls dark purple-red and velvety texture.....	2.00	5.40	16.00
<b>CONQUISTADOR.</b> Deep mauve to light purple. Tall, large.....	.40	1.10	3.20
<b>COPPERSMITH.</b> Rich copper-red velvet.....	3.00	8.40	
<b>DREAM.</b> Both standards and falls beautiful lilac-pink. Splendid.....	.18	.35	1.00
<b>DR. CHAS. H. MAYO.</b> Lovely pink.....	1.25	3.00	9.00
<b>ETOILE du MATIN.</b> Standards sulphur yellow, dotted brown at base. Falls same, washed blue, veined maroon.....	2.00	5.00	16.00
<b>FRA ANGELICO.</b> Gold, with flush of blue. A sunset effect.....	2.50	6.50	20.00
<b>FRIEDA MOHR.</b> One of the largest and most outstanding Irises. It's immense, yet of most charming appearance, a bi-color with soft lilac standards and deep lilac-rose falls.....	1.50	4.00	10.00
<b>GLOWING EMBERS.</b> Brownish lavender to pansy-purple.....	.80	2.25	9.00
<b>GOLD IMPERIAL.</b> Bright, clear yellow.....	.50	1.20	3.60
<b>GRACE STURTEVANT.</b> Marvelous. Dark reddish brown and violet-carmine. Velvety falls with deep orange beard.....	9.00	25.00	
<b>IRIS KING.</b> Standards golden yellow. Falls maroon, edged yellow.....	.18	.30	.80
<b>ISOLENE.</b> Standards rose-pink. Falls purplish-rose with golden throat..	.15	.30	.80
<b>KOCHI.</b> Early blackish-purple.....	.15	.30	.75
<b>La NEIGE.</b> Pure white French variety. Exquisite.....	.18	.35	1.00
<b>LENT A. WILLIAMSON.</b> Standards lavender-violet. Falls violet-purple..	.15	.30	.80
<b>LORD OF JUNE.</b> Standards lavender. Falls violet-blue. Tall.....	.18	.35	1.00
<b>LOS ANGELES.</b> Giant white, faintly marked blue.....	5.00	12.50	40.00
<b>MIDGARD.</b> Soft pink, flushed with yellow.....	2.70	8.00	25.00
<b>MOA.</b> Enormous flowers with broad arching standards of pure violet. Falls deep velvety violet-purple, with bronze cast. Tall and well branched. One of the grandest and most hardy of the Dominion race.	1.25	3.00	8.00
<b>MONTEREY.</b> Dark bronze-red-violet.....	6.00	15.00	48.00
<b>MORNING SPLENDOR.</b> Standards petunia-violet. Falls raisin purple....	.60	1.50	4.50
<b>MOTHER OF PEARL.</b> Iridescent shades of Mother of Pearl.....	.15	.30	.90
<b>MRS. NEWBRONNER.</b> Golden yellow.....	.15	.30	.90
<b>OPERA.</b> Standards livid purple. Falls velvety purple.....	.35	.75	2.20
<b>ORIFLAMME.</b> Standards dark lavender. Falls hortense-violet. Edges of petals daintly waved or frilled. Sweet scented. Very large.....	.18	.35	1.00
<b>PALLIDA DALMATICA.</b> Lavender-blue. Tall.....	.15	.30	.75
<b>SACRAMENTO.</b> Standards white, heavily flushed purple. Falls white edged purple. Very large.....	12.00	30.00	
<b>SAN FRANCISCO.</b> Immense white blossoms, edges of petals tinted lavender. Leads in this color combination.....	4.50	12.00	35.00
<b>SAN GABRIEL.</b> Standards light lavender-violet. Falls deeper.....	.40	1.00	3.00
<b>SANTA BARBARA.</b> Pure lavender-blue.....	.70	1.80	5.00
<b>SONOMA.</b> A very hardy and vigorous late blooming Iris of pale yellow..	3.00	8.00	25.00
<b>SOUV. LOETTIA MICHAUD.</b> Lovely soft blue.....	1.50	4.00	12.50
<b>SOUV. MME. GAUDICHAU.</b> Standards violet-blue. Falls black-purple..	.20	.50	1.50
<b>SUSAN BLISS.</b> Delightful shade of rose-pink.....	.35	.90	2.50
<b>SWEET LAVENDER.</b> Standards French gray lavender. Daintily frilled..	.20	.40	1.00
<b>WHITE KNIGHT.</b> Pure white.....	.18	.40	1.25
<b>WILLIAM MOHR.</b> "The Wonder Iris." Don't just take my word for it. See it yourself. But you may not believe your own eyes. Root and plant of this amazing Iris small, but the flowers are enormous. Stems strong and rigid. Form and substance excellent. Ground color pale lilac. Standards flushed darker. The whole flower beautifully veined manganese violet.....	2.75	7.20	
<b>ZUA.</b> Soft pearl gray with creped or crinkled petals.....	.40	1.00	3.00



**LONG'S Iris Collections, Prepaid in U. S. A.****\$2.00 Collection**

Brandywine	Dream
Sweet Lavender	Madam Gaudichau
Ambassadeur	Oriflamme
Mother of Pearl	Kochi
Anna Farr	Pallida Dalmatica
Iris King	Lent Williamson
Black Prince	Isolene
Lord of June	Mrs. Newbronner

One each, labeled. \$2.00, prepaid.

**\$5.00 Collection**

Glowing Embers	Brandywine
Lord of June	Anna Farr
Black Prince	Ambassadeur
Asia	Sweet Lavender
Frieda Mohr	Madam Gaudichau
Candlelight	Moa

One each, labeled, \$5.00, prepaid.

**\$10.00 Collection**

Santa Barbara	Bruno
San Francisco	Wm. Mohr
Gold Imperial	Dream
Black Prince	Morning Splendor
Candlelight	Glowing Embers
Frieda Mohr	Moa

One each, labeled, \$10.00, prepaid.

**\$15.00 Collection**

San Francisco	Candlelight
Bruno	Santa Barbara
Frieda Mohr	Moa
Glowing Embers	Asia
Conquistador	Morning Splendor
Cardinal	Susan Bliss
Gold Imperial	Madam Gaudichau
Wm. Mohr	

One each, labeled, \$15.00, prepaid.

**\$25.00 Collection**

Grace Sturtevant	Wm. Mohr
Cardinal	Gold Imperial
Morning Splendor	Bruno
San Francisco	Santa Barbara
Frieda Mohr	Candlelight
Glowing Embers	Moa
Conquistador	Asia
Susan Bliss	Opera
Monterey	Fra Angelico
Sonoma	Los Angeles

**Lucky 13 Mixture**

Thirteen Iris divisions, all different named varieties, **but non labeled**. If bought singly would cost \$2.00 or more. The mixture, 13, **none labeled**, for only \$1.00, prepaid.

## New Thrills From New Irises

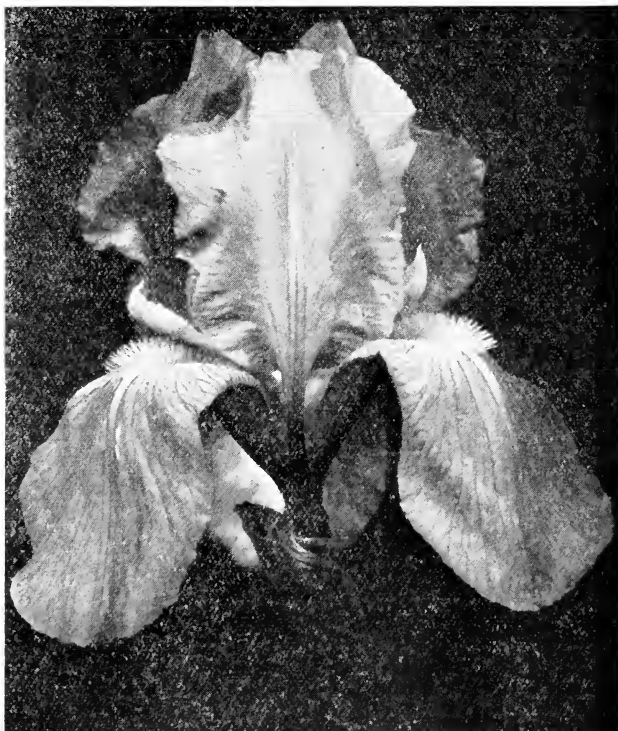
Many of the newer Irises are so much more charming and beautiful than the older sorts that they almost deserve to be called something else than Irises.

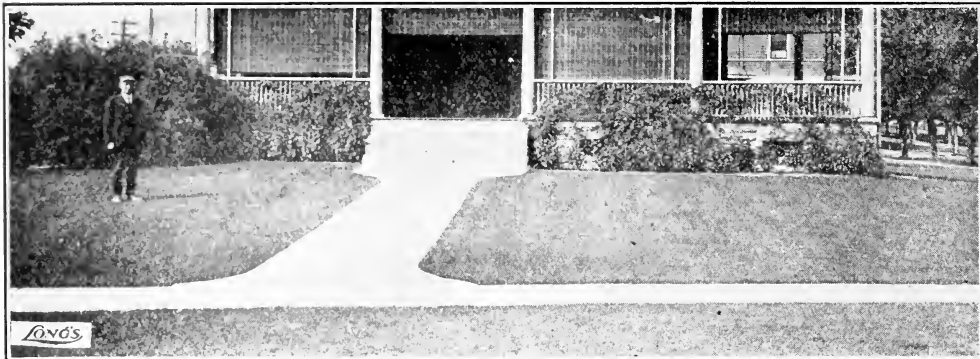
Start now to grow some of the fine named kinds, and add to your collection from year to year. Make a hobby of named Irises, same as many do with "Glads".

**New Iris List In July**

Special edition, listing the new crop Irises for summer delivery will be sent only to those who ask to be put on my **SPECIAL IRIS MAILING LIST**.

The summer list will include more of the recent originations. Also the kinds listed in this catalogue at revised prices. Don't order from this catalogue after May 15th. Ask for the **JULY** list for summer delivery. **SEND ME YOUR NAME AND ADDRESS NOW FOR THE JULY LIST.**





## LONG'S "Safety-First" Purest Lawn Grass Seed

It is safest and cheapest to buy the very purest and best White Clover and Blue Grass seed for your lawn, because you avoid seeding your lawn with the noxious weeds found in cheap grass seeds, and get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

### Purest White Clover

Clean seed, of bright golden color and strong vitality, "rarin' to go". Sure fine. Lb.: 80c; 2 lbs., \$1.50; prepaid. Five lbs.: 2nd zone, \$3.50; 3rd zone, \$3.55; 4th zone, \$3.65; prepaid. Ten lbs.: 2nd zone, \$6.50; 3rd zone, \$6.60; 4th zone, \$6.80; prepaid.

### Best Kentucky Blue Grass

Very heavy and clean. Lb.: 50c; 2 lbs., 90c; prepaid. Five lbs.: 2nd zone, \$2.10; 3rd zone, \$2.15; 4th zone, \$2.25; 5th zone,

\$2.35; prepaid. Ten lbs.: 2nd zone, \$4.00; 3rd zone, \$4.10; 4th zone, \$4.30; 5th zone, \$4.50; prepaid. Write for prices on larger lots and beyond 5th zone.

### Safety-First Mixed Seed

About one part white clover to three parts best blue grass. Lb.: 65c; 2 lbs., \$1.20; prepaid. Five lbs.: 2nd zone, \$2.90; 3rd zone, \$2.95; 4th zone, \$3.05; 5th zone, \$3.15; prepaid. Ten lbs.: 2nd zone, \$5.40; 3rd zone, \$5.60; 4th zone, \$5.80; 5th zone, \$6.00; prepaid. Sow about pound to 300 square feet. Thicker still better.

### For the Lawn's Sake!

Lawns may be started or old ones renewed or renovated any time from earliest spring to October.

New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted. Some complain that the seed was "no good," as it came up only in spots. Sow about one part clover to three parts blue grass. Use not less than pound to 300 sq. feet.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green. Clover comes quickly. Blue Grass comes slowly but hangs on like grim death after gets a foothold. Clover draws nitrogen from the air and enriches the ground for itself and the Blue Grass.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed. SACCO is one of the best fertilizers. Use 4 lbs. to 100 square feet several times a season. (Write for folder telling about uses of SACCO.)

**ASTORIA CREEPING BENT GRASS SEED.** For making new lawns or renewing old. There are half a dozen or more varieties of Bent grasses. Astoria heads the list. Astoria starts quickly and goes farther. It creeps on top and under the ground. Seed very fine. Use pound for 300 to 500 square feet. Astoria Bent in sealed bags, prepaid; Lb., \$1.60; 2 lbs. for \$3.10; 3 lbs. for \$4.50; 5 lbs. for \$7.20; 10 lbs. for \$13.50.

**EUROPEAN BENT GRASS SEED—Discontinued.** The Astoria is so much better that I'd not waste time on cheaper seed. And I don't think you care to either.

### Gardening Is Easy—It's Fun!

I think many garden talks are too serious. We make it seem too hard, to succeed. We may scare some aspiring gardeners out of the garden altogether.

While it seems no end to things that should be learned or practiced, in order to get the best results, yet it's amazing to note the results attained by inexperienced gardeners, even children. It's another case of "Ain't Nature Wonderful."

Nature comes along and patches up a lot of our mistakes. To be sure, the more we learn about Nature's ways and methods, and co-operate with her, the better. But, let's shelve the idea that there is any great mystery about gardening. It isn't hard. It's easy. It's fun, when you catch the gardening spirit.

As you will notice, my talks are more for the small gardener than for those operating on a large scale. Commercial growers are usually pretty well informed along these lines. But if any gardener large or small, fails to find at least one helpful tip in my talks, just mention it to one of the ushers as you pass out and the money will be cheerfully refunded.



## Large, Lovely Pansies—One of My Specialties

### Super-Giants, Mixed Colors

If you buy just one packet I'd suggest my **SUPER-GIANTS, MIXED**, because it contains so many of the finest varieties—such a variety, all in the one mixture. Notice the recent additions to my list, such as the Swiss Giants, Ruffled, Triumph of the Giants. These with the better known favorites, Masterpiece, Giant Bugnot, Pres. Carnot, Pres. McKinley, etc., leave little to be desired in the realm of pansies and all included in my **Super-Giant Mixture**. Pkt., 25c; ¼ oz., \$2.50; ½ oz., \$4.50; oz., \$8.00.

**P2. LARGE FLOWERING.** Large percent run giant-flowered. Mixed. Pkt., 10c.

**P4. JET BLACK.** Medium size. Pkt., 10c.

**P5. WHITE.** Large. Pkt., 10c.

**P6. GOLDEN YELLOW.** Large. Pkt., 10c.

**P7. MAD. PERRET.** Shades of rose. Pkt., 15c.

**P8. GIANT MASTERPIECE.** Many petals curled; flowers appear double; mostly dark, velvety shades. Mixed. Pkt., 15c.

**P9. GIANT BUGNOT.** Shades of red, bronze, and reddish cardinal. Mixed. Pkt., 15c.

**P10. PRESIDENT CARNOT.** White ground with five rich violet blotches. Pkt., 15c.

**P11. PRESIDENT MCKINLEY.** Glowing yellow, blotched with deep reddish brown. Pkt., 15c.

**P12. BRONZE.** Bronze and brown shades. Not come true bronze. Pkt., 10c.

### Swiss Giant Pansies, Mixed

**P14.** Flowers of large size, great substance, novel color combinations. Plants robust. Pkt., 20c.

### Swiss Blue Pansies

**P15.** A blue different from any other blue or near-blue in pansies. Very distinct and beautiful. Center darker. Pkt., 20c.

### Swiss Cardinal Shades

**P16.** Another outstanding and very rare color in pansies. Pkt., 20c.

### Ruffled Giant Pansies

**P17.** A selected strain of the Masterpiece type. The petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, the rich dark shades predominating. Pkt., 20c.

### Triumph of the Giants

**P18.** The giant blossoms are held high above the foliage on long stems. Petals curled and overlapping. Colors rich, running largely to tones of red, brown, copper, deep yellow, with darker centers. Pkt., 20c.

### Light Blue Pansy—Adonis

**P19.** Light blue with lighter margin. Good size. A favorite always. Pkt., 15c.

### Darkest Blue Pansy

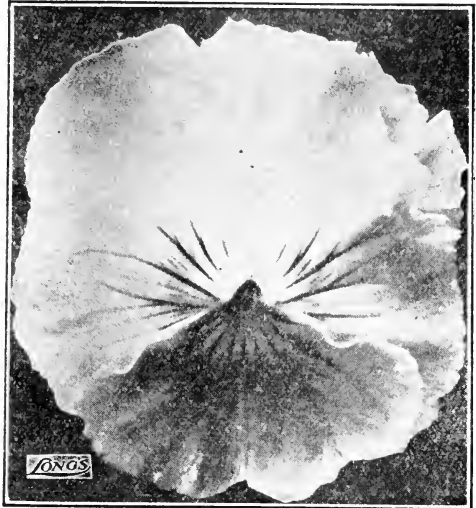
**P20. PRINCE HENRY.** Rich deep blue. Large. Wonderful effect if full bed of these. Pkt., 15c.

### Pansy Packet Discounts

**ANY 10c PANSY PACKETS:** 3 for 25c; 7 for 50c; 15 for \$1.00.

**ANY 15c PANSY PACKETS:** 2 for 25c; 5 for 55c; 10 for \$1.00.

**ANY 20c PANSY PACKETS:** 2 for 35c; 5 for 75c; 8 for \$1.00.



## Outdoor Pansy Plants

**(BETTER READ THIS TWICE!)**

Grown from my **SUPER-GIANT MIXED** seed. Plants offered in mixed colors only. If want any other kinds, buy the seed, and sow in your garden, or start indoors and transplant.

Please note that these plants are not grown under glass. Excepting the very latest sown beds, they have had no winter protection at all. Just left to rustle for themselves, like winter wheat in a field.

This insures good strong fibrous roots. **It's the roots that count.** Tops develop fast in your garden if roots are strong. Appearance of these plants, when shipped varies a great deal, depending on how much the tops have grown before plants taken up. The earliest shipments made while plants are practically dormant, and look pretty "rough and ready". Later tops greener and larger, but plants no better for setting out.

### 100 Plants \$2.00, Prepaid

This special price is for what I call the **Transplanting Size**. They may not be quite ready to show buds, or they may have some buds and some blossoms showing. Depends on the season and how early shipped. **But all come into bloom very soon** after planted in your garden. Best buy is to take the **Transplanting Size**. More pansies for the money. And as good as the larger plants sold in bloom for twice the price.

These small plants: 40 for \$1.00; 100 for \$2.00; 200 for \$3.90; prepaid in U. S. A.

### Pansy Plants In Bloom

Better buy the transplanting size a little earlier. You'll have blooming plants in a short time. Can be set out again, after bloom, if you wish. If wanted in bloom for Decoration Day, set the transplanting size out in April or early May.

Price for pansy plants in bloom, mixed colors only: 14 for \$1.00; 40 for \$2.00; 100 for \$4.00; prepaid in U. S. A.

## **LONG'S** Giant Flowered Spencer Sweet Peas

Large blossoms, often 4, on long stems. Edges of blossoms usually waved or frilled, giving an added charm to this popular flower.

3 Pkts., 25c; 4 or More

Pkts., at 8c Each

$\frac{1}{2}$  Oz., at Oz., Rate

All Prepaid

### **SPO. AUSTIN FREDERICK.**

The best lavender. Extra large and fine. Pkt., 10c; oz., 40c.

**SP1. BARBARA.** Superb salmon. Pkt., 10c; oz., 30c.

**SP3. BUTTERCUP.** Best cream or primrose. Pkt., 10c; oz., 30c.

**SP5. CONSTANCE HINTON.** Finest exhibition White Spencer. Pkt., 10c; oz., 40c.

**SP6. COUNTESS SPENCER.** The original Spencer. Clear pink. Pkt., 10c; oz., 30c.

**SP8. DEFIANCE.** Very large orange-scarlet, absolutely sun-proof. Often 4 large wavy blooms. Pkt., 10c; oz., 40c.

**SP9. ELFRIDA PIERSON.** Large and lovely shell pink, tinted salmon. Pkt., 10c; oz., 30c.

**SP10. GEO. SHAWYER.** Giant salmon-rose. Pkt., 10c; oz., 30c.

**SP11. HAWLMARK PINK.** Rich, bright, rose-pink, flushed salmon. The richest colored sweet pea. Pkt., 10c; oz., 30c.

**SP12. HEAVENLY BLUE.** New large brilliant delphinium-blue. Pkt., 10c; oz., 40c.

**SP12 $\frac{1}{2}$ . HEBE.** Very large, clear rich pink. Pkt., 10c; oz., 40c.

**SP13. HERCULES.** Mammoth rosy pink. Improved Countess. Pkt., 10c; oz., 30c.

**SP14. KING EDWARD.** The finest pure red Spencer. Does not burn in sun. Pkt., 10c; oz., 30c.

**SP15. KING WHITE.** Large blossoms of purest, glistening white. Pkt., 10c; oz., 30c.

**SP16. MRS. HITCHCOCK.** Pale pink, flushed salmon on cream ground. Pkt., 10c; oz., 30c.

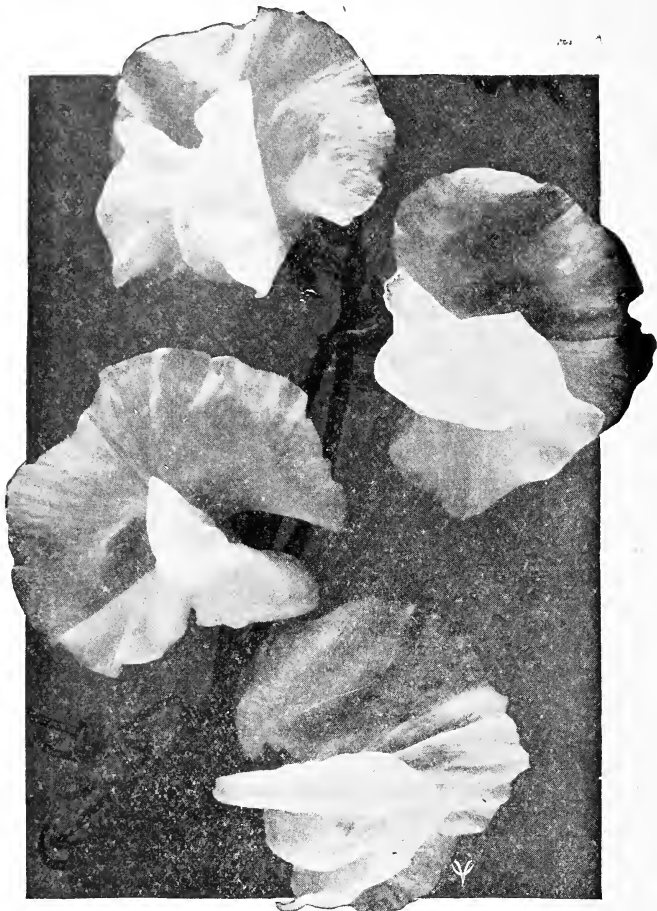
**SP17. LORD NELSON.** Splendid navy blue Spencer. Pkt., 10c; oz., 30c.

**SP19. MARY PICKFORD.** Very fine. Dainty cream-pink, lightly suffused salmon, the effect most charming. Pkt., 10c; oz., 30c.

**SP20. MARGARET ATLEE.** (Improved.) Extra large flowers of rich glowing pink, suffused with salmon. Pkt., 10c; oz., 30c.

**SP21. MASTERPIECE.** Large clear lavender, slightly flushed rose. Pkt., 10c; oz., 30c.

**SP22. MRS. TOM JONES.** Discontinued. Heavenly Blue is better.



**SP23. NUBIAN.** (Improved.) Deep maroon. Pkt., 10c; oz., 30c.

**SP24. ORCHID.** Lavender, suffused pink. Pkt., 10c; oz., 30c.

**SP26. PINKIE.** Large deep rose pink. Vigorous grower. Grand. Pkt., 10c; oz., 40c.

**SP27. ROSABELLE.** Large light rose. Pkt., 10c; oz., 30c.

**SP28. ROYAL PURPLE.** Rich rosy purple. Large and fine. Pkt., 10c; oz., 30c.

**SP29. ROYAL SCOT.** True scarlet. Pkt., 10c; oz., 30c.

**SP30. TANGERINE IMPROVED.** Almost tangerine-orange. Pkt., 10c; oz., 30c.

**SP31. THE CARDINAL.** Intense poppy scarlet. Extra fine. Pkt., 10c; oz., 30c.

**SP32. THE FAWN.** Yellow and pink blending into bright rich salmon. Pkt., 20c; oz., \$1.00.

**SP34. WINNIE MORSE.** Cream, flushed rose pink. Delightfully frilled. Pkt., 10c; oz., 40c.

**SP35. YOUTH.** Large white, pink, picotee edges. Pkt., 10c; oz., 30c.

All Sweet Pea Seed Prepaid



## "Early Bird" Spencers

These "Early Bird" Spencers will surprise you some morning by showing color much sooner than you have been used to looking for first sweet pea blossoms. They not only start early, but continue to bloom a long time. Large blossoms.

(Half ounce at ounce rate)

**SP80. AMETHYST.** Rich royal purple. Pkt., 10c; oz., 50c.

**SP82. AVIATOR.** Dazzling crimson-scarlet. Pkt., 10c; oz., 50c.

**SP83. GLITTERS.** Combination of bright fiery orange and deep orange. Pkt., 10c; oz., 50c.

**SP84. LAVENDER KING.** Lovely true lavender throughout. Pkt., 10c; oz., 50c.

**SP85. ROSE QUEEN.** Pleasing shade of rich pink with suffusion of rose. Pkt., 10c; oz., 50c.

**SP88. SNOWSTORM.** (Improved.) The largest and finest extra early White Spencer. Pkt., 10c; oz., 50c.

**SP89. ZVOLANEK'S ROSE.** Giant rose-pink. Considered by most florists as best deep pink. Pkt., 10c; oz., 50c.

**SP90. "EARLY BIRD" MIXTURE.** A superb mixture of these extra early flowering Spencer sweet peas. Pkt., 10c; oz., 40c.

## Long's "33-in-1" Spencer Mixture

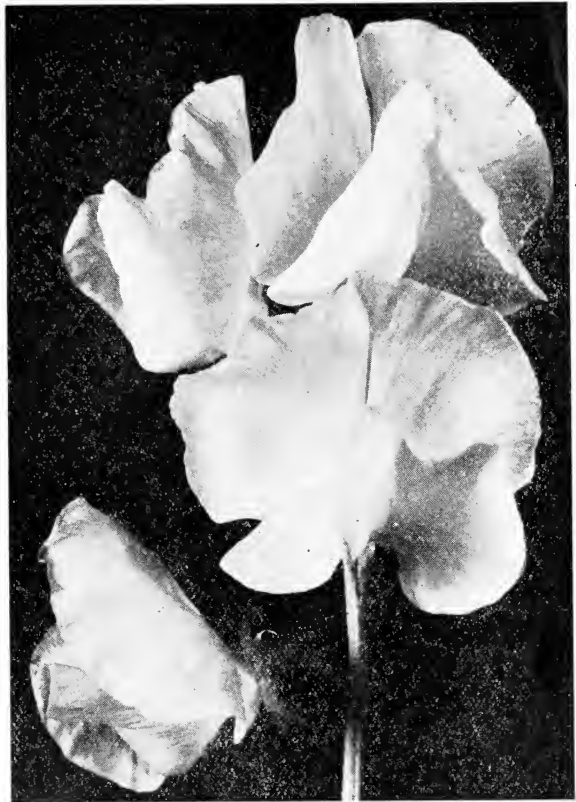
**SP41.** In this mixture you get the best of up-to-date Spencers. I use 33 different named varieties. Of course you might not get all 33 kinds in a 10-cent packet—possibly not in an ounce—but they are all in this mixture. Pkt., 10c; oz., 25c; 2 oz., 45c; ¼ lb., 80c; lb., \$2.90.

## "Lovely 'Leven" Spencers

'Leven 10c Pkts. for 75c

From over 25 of my splendid named varieties of giant Spencers, I'm going to select eleven that will cover practically all the main colors, tints and shades, giving you a regular 10-cent packet of each these "Lovely 'Leven". Then just for good measure, I'll throw in a 10-cent packet of my "33-in-1" mixed Spencers, and make the price only 75c for all. Just say, "Lovely 'Leven" for 75c.

Larger Lot "LOVELY 'LEVEN". For \$1.50 I will send you a half ounce each of



## New Pink Spencer Sweet Pea

**SP27½. ROSIE.** Rich rose pink, the florists' favorite color. Richer and deeper in color than the lovely Pinkie. Originated by Waller-Franklin Seed Company. Pkt., 25c; ½ oz., \$1.00.

these Spencers, my selection, with half an ounce "33-in-1" mixed Spencers thrown in for luck.

## Long's Special Mixture

**SP43.** Includes best grandifloras, a "right smart" of Spencers, and a sprinkling of extra early kinds. Pkt., 10c; oz., 15c; 2 oz., 25c; ¼ lb., 40c; lb., \$1.25.

**SP39. CUPID SWEET PEAS.** Mixed. Pkt., 5c; oz., 20c.

## Perennial Peas

**SP60 White. SP61 Pink. SP62 Red. SP63 Mixed.** Pkt., 15c; 2 Pkts., 25c.

## Burpee's Exquisite Novelty Spencer Sweet Pea—"The Fawn"

A combination of yellow and pink, blended into an exquisite of bright rich shade salmon. The coloring is uniform throughout. Entirely different from any other sweet pea. Pkt., 20c; ½ oz., 50c; oz., \$1.00.



### New "California Giants" Asters

The long strong stems carry flowers of largest size, heavy substance, with long graceful petals attractively curled and twisted. It is truly an aristocrat vying with the chrysanthemum in size of flower and long stem. Very late. (A30. White.) (A31. Rose-Pink.) (A32. Lavender.) (A33. Purple.) (A36. Mixed.) Any color California Giants, or Mixed, for 15c Pkt. 2 Pkts., 25c. 9 Pkts., \$1.00.

### Crego-Asterum Asters

Both the shaggy type, like Giants of California. Little earlier but not so large. The two strains combined, in following colors, also mixed colors: (A8. White.) (A9. Rose-Pink.) (A10. Shell-Pink.) (A12. Lavender.) (A13. Mixed.) Choice: Pkt., 10c;  $\frac{1}{4}$  oz., 50c.

#### GIANT "PEACH BLOSSOM" ASTER

A14. Large Boulderado Beauty type. Stems long. Color peach blossom. Pkt., 10c;  $\frac{1}{4}$  oz., 50c.

#### RED ASTER—"HEART OF FRANCE"

A33. Large deep red, long stems. Pkt., 10c.

### *LONG'S* Special Mixture

A1. To make this superb mixture I've used the kinds best for cutting—plenty of best white and pinks. Pkt., 10c;  $\frac{1}{4}$  oz., 50c.

#### EVERLASTING ASTER

A16. Resembles a large pink Straw Flower. When cut and dried it retains its color and shape. Pkt., 10c.

### No Aster Plants This Year

Grow your own. Sow seed out in garden in April and May.

**LONG'S** Giant Exhibition Asters**Boulderado Beauty**

Form or type of flowers illustrated above. Plants very vigorous, 30 to 36 inches tall. Flowers, immense and fully double, are borne on long, strong stems, and last two to three weeks after cutting.

- |                       |                      |
|-----------------------|----------------------|
| <b>A20</b> Shell Pink | <b>A21</b> Rose Pink |
| <b>A22</b> Lavender   | <b>A23</b> Purple    |
| <b>A24</b> White      | <b>A25</b> Mixed     |

Price for any color or mixed: **Pkt., 10c;**  
 $\frac{1}{4}$  oz., 50c.

**Early Royal Asters**

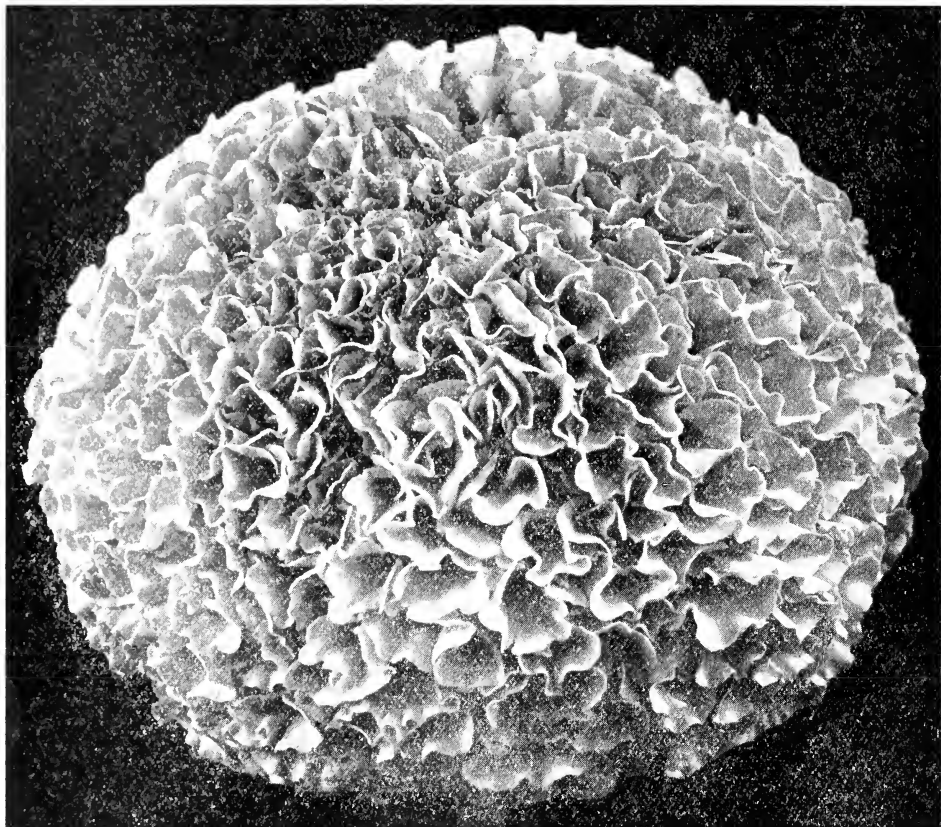
A strain of Early Giant Asters, especially valuable for cut flowers on account of their long, strong stems that are almost free from side branches. Same form as Boulderado Beauty, but not so large.

- |                      |                     |
|----------------------|---------------------|
| <b>A2</b> White      | <b>A3</b> Purple    |
| <b>A4</b> Shell Pink | <b>A5</b> Rose-Pink |
| <b>A6</b> Lavender   | <b>A7</b> Mixed     |

Price for any color or mixed: **Pkt., 10c;**  
 $\frac{1}{4}$  oz., 40c.

**SPECIAL:** Any 7 Ten-Cent Pkts. **ASTERS** listed on this page and the opposite page, for 50c. Any 15 Pkts. for \$1.00. Alike or assorted, your selections.

**ASTERS EASY TO GROW.** Asters are so easy to grow from seed sown right out in the garden, that I don't urge the buying of plants, in fact have discontinued growing plants to sell. Make first sowing when you do your early gardening, early April here. Avoid spasmodic watering of your aster bed. Water only moderately, but about the same each time and regularly. It is now pretty generally conceded by experts that the "Yellows" in asters is caused by leaf hoppers. No remedy or prevention, except protecting plants with cheese cloth to keep the hoppers out. But the hoppers don't seem to work in partial shade as much as in full sunshine.



### New Marigold. African Orange, All-Double

No. F05½. Doubtless the world's finest tall Marigold. Plants, about 30 inches, bloom profusely from early summer until hard frosts. Heretofore, only about half the blooms of this variety would come double. But now you have them all double. And such large rich orange blooms! Not all will come in exactly the double form illustrated above, but none are single. Part will have a looser, more open double arrangement, which is also very charming. Price for F05½ "All-Double" Marigold, as shown and described above: pkt., 20c; 3 pkts., 50c.

### Here's Your Golden African Daisy—Also Hybrids

No. F098. **GOLDEN AFRICAN DAISY.** Annual. Plants, about foot high, bear masses of daisy-like flowers of glossy orange-gold with black zone around center. Lovely. Pkt., 10c; ¼ oz., 30c; ½ oz., 50c; oz., 95c.

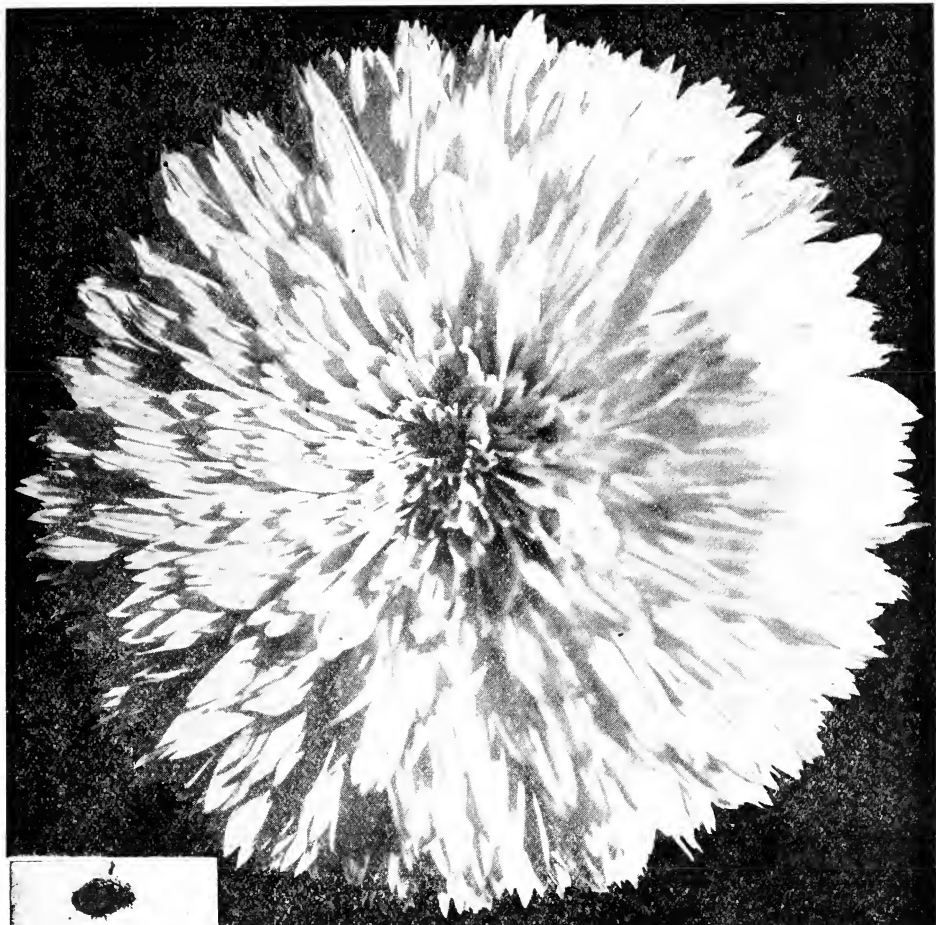
No. F099. **AFRICAN DAISY HYBRIDS.** Similar to the Orange, but many colors—yellow, salmon, ecru, apricot, rose, etc., mixed. Pkt., 10c; ¼ oz., 30c; ½ oz., 50c; oz., 95c.

### "We Also Have With Us"—Painted Daisies

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting, as well as for garden display. (F0110. Dark copper, yellow zone.) (F0111. White, scarlet zone.) (F0112. Golden chamois, scarlet zone.) (F0113. White, yellow zone.) (F0114. Deep purple, yellow zone.) (F0117. All kinds, mixed.) Your choice: Pkt., 10c; any 3 for 25c; any 5 pkts., 35c; ¼ oz., 25c.

"Speaking of Daisies." The perennial pure white Shasta Daisy is fine for any garden. Seed: Pkt., 10c; ¼ oz., 25c; Roots: 2 for 55c; 5 for \$1.00; 12 for \$2.00, prepaid.





**Look Who's Here!** I didn't get the name of the lad shown here, bravely holding this specimen of **Mammoth Russian Sunflower**. The photo was sent me by Mr. L. C. Surato, Lansing, Mich. He said: "This was grown from your Mammoth Russian Seed. It grew in a crowded row, without special attention. It received no care whatever after it attained height of about 3 feet. The stalk measured 3 inches in diameter at base and, when straightened out, 14 feet tall." **Now YOU tell one!** (See page 64 for Russian Sunflower.)

**Note:** The "Chrysanthemum" Sunflower does not grow so tall, and has many branches and leaves as well as many flowers on each plant.

## LONG'S "Chrysanthemum-Sunflower"

**F104.** Rich golden yellow flowers, 5 to 8 inches, fully double that rival gorgeous dahlias in size and splendor. Petals beautifully quilled, giving the appearance of a glorious chrysanthemum. The plants, 5 to 7 feet tall, have many branches, each branch carrying a gorgeous golden flower. **F104** is special stock from my own plants, re-selected for years. Ordinarily, this variety comes very uneven, with a good many off types and shades. Mine now almost 100% perfect. **Price for Re-Selected F104 Seed: Pkt., 15c; ½ oz., 75c.**

## Another Unique Sunflower—"Red and Gold"

**F106.** Originated here at Boulder by Prof. Cockerell. Often listed as the **RED Sunflower**, but does not come all red. Flowers single, 6 to 9 inches, vary from lemon to coppery-red. Many blooms marked like Gailardia. Plants about 7 feet high. A distinct novelty. **Pkt., 10c; ½ oz., 50c.**

## Some Glads Overlooked. Should Have Been On Page 9

The 64 pages of this catalogue are printed in forms of 16 pages each. After the form including page 9 was nearly half run, I discovered that the following Glad varieties had been omitted. See page 9 for explanation regarding sizes.

VARIETY	Size 1	Size 2	Size 3	Size 4	Size 5	Size 6	Bulblets Per Qt.
	1½ In. Up.	1¼ to 1½ Inches	1-1¼ Inches	¾-1 Inches	½-¾ Inches	¼-½ Inches	
Ruffled Gold.....	16.00	12.00	8.00	5.00	3.00	2.00	15.00
Spirit of St. Louis.....	9.00	7.00	5.00	3.60	2.40	1.60	12.00
Stuttgartia.....	40.00	30.00	20.00	16.00			
Sunshine Girl.....	100.00	80.00	64.00	48.00	32.00		
Veilchenblau.....	19.00	8.00	5.60	4.40	3.00	2.40	15.00
Winged Victory.....	34.00	28.00	20.00	16.00	12.00	8.00	

## "J. D. Sez, Sez 'e"

Have just read my Remarks on this same page in my 1931 Spring catalogue. Don't see how could say anything more worth while regarding the value of the little old home garden. Some things are so self evident that it seems a waste of time to remind folks about them. And yet, there are millions of people who would be better off right now than they are if they had acted on my suggestions.

Not that these ideas are all my own. Anyone ought to know that any family with room and suitable soil for gardening can derive much pleasure and profit from seeds, bulbs, plants, etc., bought for use around the home. Yes, yes, I've heard all that before—"I can buy vegetables cheaper than I can grow them." Maybe so. And maybe not. The chances are you simply get along with fewer vegetables, and pay more at that.

And for real inexpensive pleasure, what's better than growing plenty of flowers around your place, something that is a joy for the family and a worth-while contribution towards cheering up the neighborhood? Many of my customers get a big kick out of having the loveliest flowers, the rarest Glads, the biggest Dahlias, or making their neighbors go some to beat them.

Yes, that was a great trip I had last summer, going as far east as Boston, visiting and judging eight Glad shows. My first trip east of Toledo, Ohio. Naturally, it was packed with thrills galore. Met so many fine people, who all but fell over each other to show me around and make me happy. To all these I say, in the words of a well-known radio announcer: "Thank you. Thank you. Until tomorrow night at this same hour, thank you."

"OVER THE BACK YARD FENCE" is the title of a folder I'm working on, to be sent with each order. It's about the same dope as I've had in some of my catalogues, but worked over, or "warmed over", with some new thoughts and suggestions to help you with your garden problems.

I thought to send this folder free with an order of \$1.00 or more. But if you just can't use a dollar's worth, send as large an order as you can and I'll send the folder if you ask for it. Fact is, most orders less than \$1.00 are handled at a loss. So, naturally, I crave orders that run large enough to pay their way, though give the smaller orders careful attention anyhow.

The Gold Standard suits most gardeners and ultimate consumers, about 16 to 1. The 16 prefer "Gold" sweet corn. **GOLDEN GEM** beats 'em all to early market. It's early—no foolin'. **EARLY SUNSHINE** is another winner, while my Colorado-Grown Improved **GOLDEN BANTAM** is always a favorite with the "Gold Bugs". However, if you're for "Silver", then vote for—I mean plant—**EARLY WHITE MARKET**. (See page 55.)

Just a year ago I told you about son Everett having his right arm broken, in such a way it was necessary to operate and fasten the bones together with a silver plate and screws. Many have written, expressing sympathy and wishing him good luck. Glad to say that the arm is as good as new now. Last September the surgeon performed a second operation, taking out the plate. Sometimes such plates are left in for life. But I guess with so much recent talk about silver, the dear doctor thought it a good idea to salvage this bit of precious metal.

The family album has been neglected for some years. Many of you will recall pictures of our children, printed in former catalogues. Glad to present two of them in this edition. See pages 38 and 39. Sorry do not have one ready right now of the oldest one, Carleton. He is out in California, working for his Master's degree in chemical engineering at Stanford University. The boys both like chemistry and have quite a laboratory of their own in the basement at home. Photography is another of their hobbies. Climbing the tallest mountain peaks, over the most difficult trails, in roughest weather, affords them super-thrills.

I do my mountain climbing in an auto. Almost yielded to an invitation and impulse to ride a horse as far as horses can go on the trail to top of Long's Peak last summer. But I've been putting on weight the past year. And was taught to be kind to dumb animals. So all I know about the tops of our highest mountains is what I read in the papers, or hear from my children and other mountain climbers.

## Plants and Roots for 1932

**ASPARAGUS.** Roots. See page 54.

**BABY'S BREATH.** "Bristol Fairy." Early, large, white perennial. **ROOTS:** Each, 75c; 3 for \$1.50.

**BABY'S BREATH.** (Gypsophila.) Page 42.

**BLEEDING HEART.** See page 21.

**BOLTONIA.** See page 37.

**CINNAMON VINE.** Climbing vine. Selected roots, 2 for 25c; 10 for \$1.00, prepaid.

**COLUMBINES.** Two kinds. Turn to page 41.

**DELPHINIUM.** Year old seedlings. Page 34.

**GAILLARDIA.** Good field grown year old seedlings from special seed **Waller-Franklin Prize-Winning Hybrids.** See page 37.

**GEUM.** See page 37.

**GYP SOPHILA.** (Baby's Breath.) See page 42.

**HOLLYHOCK ROOTS.** Double. See page 48.

**ONION PLANTS.** Crystal Wax. See page 59.

**PANSY PLANTS.** Super-Giants. See page 25.

**PEONY ROOTS.** Plant early. See page 20.

**RHUBARB ROOTS.** Pie Plant. See page 64.

**SALVIA.** Blue Perennial. See page 41.

**STATICE.** (Sea Lavender.) See page 21.

**STRAWBERRY PLANTS.** Everbearing. P. 50.

**VIOLETS.** Hardy, fragrant. Per clump, \$1.00, prepaid. (Each clump may be divided into 20 to 25 small plants.)



# Business Terms—Read Before Ordering

Safe delivery guaranteed.

**All goods prepaid**, unless otherwise noted.

**Cash with order**, or C. O. D. Please do not ask for any other terms. Your check O. K. with us if O. K. at your bank.

**C. O. D. orders.** Bear in mind that C. O. D. orders cost you extra for collection and M. O. fees. On orders for perishable items, also heavy packages of other goods, we require one-fourth cash. Balance may be C. O. D.

**Goods priced prepaid** will be sent by parcel post or express, usually parcel post. If you specify a certain way and the other is cheaper, you pay the difference.

**We ship promptly**, or notify you if goods are to be sent later. So if you fail to receive goods or a notice within one week, please drop us a line at once. Don't wait.

**I want you to report errors.** Just drop me a line stating the trouble. That's enough. Don't need to sass me.

**NON-WARRANTY**—Owing to many conditions that may prevent the best seeds from growing and giving satisfaction, we, The J. D. Long Seed Company, therefore, in common with other seedsmen, give no warranty, expressed or implied, as to growth, description, quality, productiveness, or any other matter of any seeds, bulbs or plants that we send out, and we will in no way be responsible for the crop. If the purchaser does not accept the goods on these terms they are at once to be returned, and the money will be refunded.

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## Delightful Delphiniums

After careful study I've changed my ideas somewhat regarding the very densely covered spikes of the Wrexham or "Hollyhock" type. A few of these in an assortment or mixture are very worthy and interesting. By themselves, they are also massive and impressive. But I'm inclined more and more to the types that are more open or branching, with an airy, graceful placement of side spikes and blossoms. These, of course, with flowers of large size and loveliest colors and combinations of colors.

As you know, Delphiniums run largely to blue tints and shades. Not so long ago we had only the solid light blue and dark blue. Now we get an amazing and delightful variety of blues, many in combination with lilac, lavender, heliotrope, and near-pink. And the types or forms are as varied as the colors, many blossoms with a double set of petals instead of just one, the two sets often different in color.

So far I've not segregated the different types of colors, nor saved seed in separate colors or shades. May do this some time. But it seems most fascinating to me to let them grow and bloom in masses of the various colors, all harmonizing. So that is the way you will have them from seed or plants I supply this season—all in one grand and glorious mixture, including largely the more graceful open type plants, but some also of the massive Wrexham or "Hollyhock" strain.

**F012.** Seed saved from my best stock or exhibition plants: Pkt., \$1.00; Small Pkt., 50c; ¼ oz., \$2.50; oz., \$9.00.

Delphinium may be sown right outdoors early in spring. With no protection, the plants will live over winter and increase in size and vigor.

Each season I am surprised at the possibilities of getting many splendid delphinium blooms the first year, from seed sown right out in the garden in April. Last year I sold thousands of fine spikes of this popular flower from plants grown in beds sown last spring. Seems too good to be true, but can be done, if season about like ours here at Boulder.

### Delphinium Plants

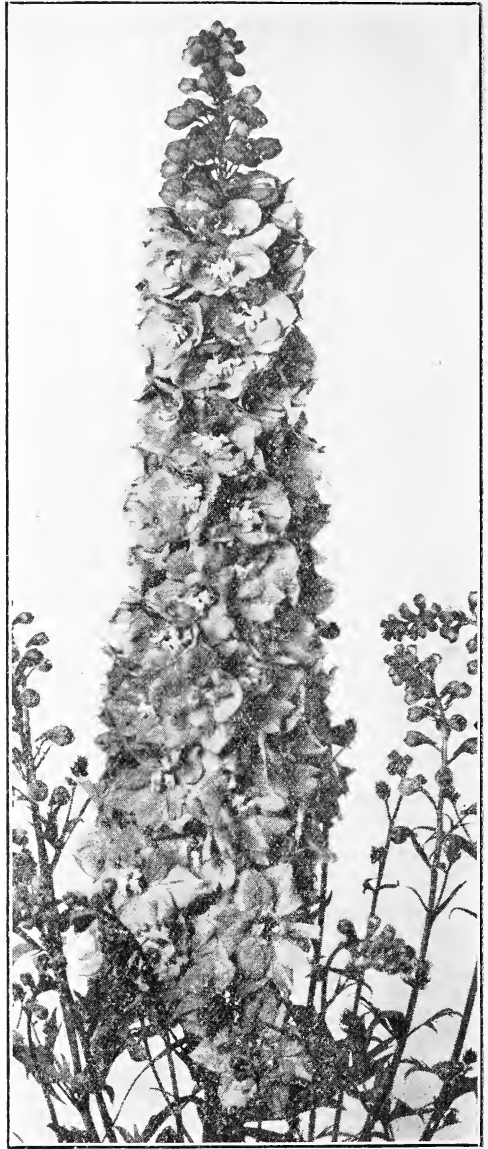
From seed containing a liberal percent of the fine new kinds. Strong seedlings, many of which bloomed last year. 7 for \$1.00; 15 for \$2.00; 25 for \$3.00; 36 for \$4.00. All prepaid. (Mixed colors only.)

**NOTE:** Delphiniums are very hardy. They begin growth real early in spring. Is best to set these plants out when you do your early gardening. But will thrive if shipped and planted later. If sent after growth well started we cut the tops back before packing. New shoots start at once from crown of plant. **But order and plant early if you can.** Means better results the first season.

### Delphinium Seed for Fall

Sow in August and early September, and you should have nice seedling plants that will winter over with little or no protection. Such plants should bloom next year. You may order new crop seed any time next summer and fall. Seed will be mailed just as soon as ripe and cured. Prices same as for this spring.

**PESTER THE PESTS.** Only insect I know of that works on Delphinium is some sort of red spider, louse or other "varmint" very efficient in "mass production." Shoot him in the eye first time you see him—shoot his wife and children, too—with some tobacco solution. For mildew on plants, dust with fine powdered sulphur.



### Wrexham or Hollyhock Type

All right. You can't quarrel with me. Although I myself prefer the less dense and more airy-like "Dels", as we call 'em for short, yet I receive requests for the Wrexham type only.

Now, as I say; it's jake with me whether you order my super special mixture offered on the left here, or the Wrexham type only, for this season I have seed of both. A typical Wrexham spike is shown above. But this type varies a great deal. Not all come so dense or crowded. And it's a good thing they don't.

**F011. WREXHAM** seed at 80c a Pkt., Small Pkt., 40c; ¼ oz., \$2.00; oz., \$7.00. (No Wrexham plants. Just seed this year.)

## **LONG'S** Tall Annual Double Stock-Flowered Larkspur

Annual Larkspurs (sometimes called Annual Delphiniums) have been so much improved the past few years that nothing surpasses them for quick and pleasing results from spring sown seed.

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frosts. Thin to 12 inches.

The Tall Annual Larkspurs (3 to 4 feet high) not only brighten up your garden, but are also splendid for cutting.

Here are the newest and most charming of this race of Tall Double Annual Larkspurs. Nos. F081 and F082 both received an AWARD OF MERIT from the Royal Horticultural Society of England.

**F081. EXQUISITE PINK IMPROVED.** See illustration. Note the many spikes of blooms, all from one plant. This is greatly improved over the former Exquisite Pink. Pkt., 15c; ¼ oz., 40c.

**F082. EXQUISITE ROSE IMPROVED.** This also an improvement over the older variety, Exquisite Rose. Pkt., 15c; ¼ oz., 40c.

**F083. BLUE SPIRE.** New. Introduced this year by originators. Intense deep Oxford Blue, with same form as Exquisite Pink Improved. The last word in blue Annual Larkspurs. Pkt., 15c; ¼ oz., 70c.

**F084. WHITE SPIRE.** New. Offered by originators this season for the first time. Of the Exquisite Pink Improved type, but dazzling pure white. Pkt., 15c; ¼ oz., 60c.

**F085. LOS ANGELES.** Another outstanding Tall Annual Larkspur with large double flowers in solid spikes, many side branches, fine for cutting. Color, rose with salmon sheen. Pkt., 15c; ¼ oz., 35c.

**F091. GLORIA.** A rich tone of Deep Rose with no trace of carmine. GLORIA will satisfy the desire of those who want a deeper shade of rose than Exquisite Rose. One pkt. each of the above 6 rare Larkspurs quite distinct, and should become a favorite with the florist and home gardener. It is a true Giant Imperial with the base branching habit so necessary for producing long stemmed blooms. Pkt., 20c; ¼ oz., 50c.

**F090. SPECIAL LARKSPUR COLLECTION.** One pkt. each of the above 6 rare Larkspurs (value 95c) for 60c.

### Other Good Tall Larkspurs

Not so new, but splendid also. Continue to bloom long time. Very effective in borders and planted amongst shrubs. Splendid for cutting, and last well.

**F075. AGERATUM BLUE.**

**F076. BRIGHT ROSE.**

**F077. DARK BLUE.**

**F078. EXQUISITE PINK**

**F079. LUSTROUS CARMINE.**

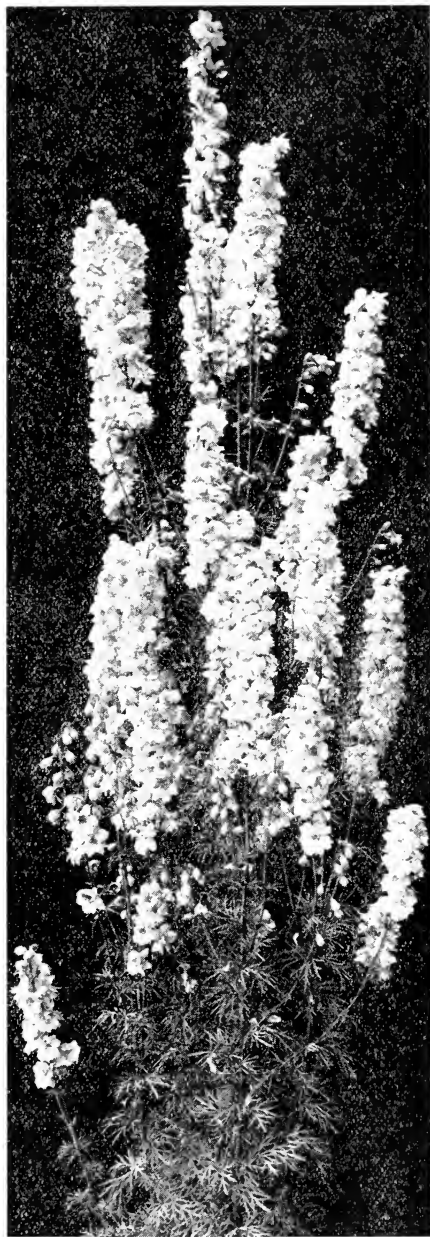
**F080. EMPRESS ROSE.** (New.)

Any of these 6 delightful colors (F075 to F080) at 10c a pkt.; 3 pkts., 25c; 6 pkts., 40c.

**MIXED ANNUAL LARKSPUR.** Pkt., 5c; ½ oz., 25c.

### Peony-Flowered Poppies

Gigantic blossoms like fine double peonies. Rich colors. Easy to grow. Sow outdoors. Thin to 6 inches. Shrimp Pink, Red, or Mixed colors. Choice, 10c pkt., (The Shrimp Pink is exceptionally fine.)



**EXQUISITE PINK IMPROVED.** One of the newest and loveliest of the tall annual Larkspurs.

**EXQUISITE ROSE IMPROVED** is same, except deeper shade of pink.

Tall Annual Larkspurs are very effective in beds, or planted amongst shrubs. And are splendid for cutting.

## 40 Acres of Famous Bodger Zinnias in California

"JB" and  
"JD"

Snap shot taken last June in a 40 acre field of Zinnias in all their glory.

The field is that of the Bodger Seed Co. John ("Jack") Bodger is the gentleman on my right. Next time I visit a Bodger Zinnia field I'll wear smoked glasses too. Such brilliant and dazzling colors! It's an eye-ful and then some.

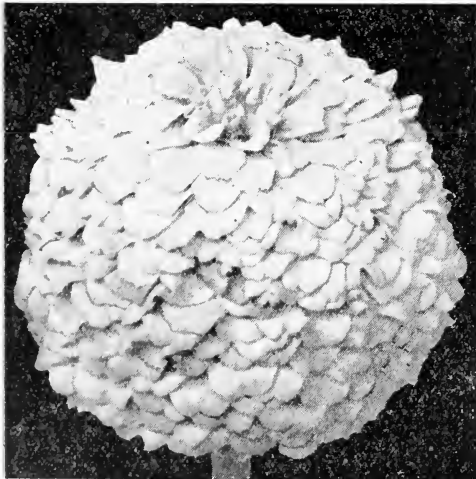


To the Bodger family belongs the credit and glory of developing many of our modern Zinnias and making them so popular, especially the Dahlia-Flowered type.

Turn to back cover page for list of Zinnias of super size, in all the colors of the rainbow.

But take notice also of the very popular strain of cute little Pompon or Lilliput Zinnias. Fine for bouquets. Last long time when cut. Just splendid for beds and borders also. "Here they are!"

### Lilliput or Pompon Zinnias



This is about as large as the Lilliput Zinnia blossoms grow. Many are even smaller. That's why they work in so nicely for table bouquets. The No. Z26, Salmon-Rose, is unusually lovely.

**FOUR FAVORITE COLORS.** (Z25. Canary-Yellow) (Z26. Salmon-Rose) (Z27. Scarlet Gem.) (Z28. White Gem) (Z30. Mixed) Any color or mixed Lilliput Zinnias: Pkt., 10c; 1/4 oz., 25c; 1/2 oz., 45c; 3/4 oz., 80c. (Special: Any 4 pkts. Lilliputs for 25c.)

### "Here They Are!"

You've been asking for something new. All right, read on, in this column and on opposite page. Not all are exactly new, but this is the first season I have offered them. All are winners, otherwise I would not suggest them.

**Z31. ZINNIA. "EARLY WONDER."** Exceedingly early, double, few leaves, long stems, mixed shades of pink and salmon. Pkt., 20c; 1/4 oz., 75c.

**Z32. ZINNIA. MEXICANA.** Delightful double small flowers, mixed colors from yellow to mahogany-red. About 9 inches. Profuse bloomers. Pkt. 10c; 1/4 oz., 50c.

**F039. NEW CALIFORNIA POPPY, "RAMONA."** Decidedly and delightfully different in type and color. Inside, golden bronze. Outside, coppery rose. Pkt., 15c; 1/4 oz., 50c.

**F040. NEW CALIFORNIA POPPY, "SALMON BEAUTY."** Beautiful salmon, inside and out. Very distinct. Received an award of merit by Royal Horticultural Society of England. Pkt., 15c; 1/4 oz., 50c. (One Pkt. each of Ramona and Salmon Beauty for 25c.)

**STILL MORE:** Turn to page 42 for more of the newer and exquisite varieties of California Poppies.

**DWARF LARGE FLOWERING TEN WEEKS STOCKS.** In separate colors. (F0131. Blood Red) (F0132. Carmine Pink) (F0133. Lavender) (F0134. Peach Blossom) (F0135. White) (F0137. Mixed Colors) Your choice any color or mixed. Pkt., 10c. Any 3 Pkts. for 25c.

**DOUBLE SHIRLEY POPPIES.** You'll like these. (F0137. Rose) (F0138. Salmon) (F0139. Mixed Double Shirley Poppies) Your choice. Pkt. 10c. Any 3 Pkts. for 25c.

**LUPINES.** Annuals, with long flower spikes bearing pea-shaped flowers. Easy to grow. Do well in partial shade. (F0141. Dark Blue) (F0142. Rose) (F0143. Mixed Colors) Choice. Pkt., 10c. Any 3 Pkts. for 25c.

### New Double Nasturtium

**F0150 GOLDEN GLEAM.** Large golden yellow sweet scented double flowers are borne in abundance on long stems. The only double Nasturtium. Originated by Bodger Co. Plants semi-dwarf. Splendid for garden display, also for cutting. Pkt., (20 seeds) 25c. 5 Pkts. for \$1.00.

## An Exquisite New California Poppy—"Ramona"

As Will Rogers says, "All I know is what I read in the papers and see in my travels."

Most of the new things offered on this page and the opposite one were discovered in my travels, tho' I've read about them in the papers also.

For example, in January **Better Homes and Gardens** magazine Miss Elizabeth Bodger tells about some of the lovely new creations in flowers.

It was my good fortune to visit the Bodger seed farms and see these treasures in bloom, as well as others at the seed farms of Waller-Franklin Co. and Wm. McDonald Seed Co.

One of the new originations at Bodger's, was this California Poppy (*Eschscholtzia*, if you must have the botanical name for it, I can write it, but can't sneeze it so very well).

**RAMONA** sure has class. The fluted form, which gives it the appearance of being double, and the delicate coloring, combine to produce a new effect that we never dreamed of in California Poppies.

Then, too, I found a companion, "*Eschscholtzia*," the new **SALMON BEAUTY**. It's another treasure. Price for either of these, Pkt. 15c. Or, 2 Pkts. for 25c. You may take two alike or one each **Ramona** and **Salmon Beauty** for the 25c. Sure, "**Freight Prepaid**."

Say, folks, I wonder if it took you as long as it did me to find out that California Poppies bloom the first year from seed sown right out doors, even sown as late as June. And are among the last to pay any attention to Jack Frost. And have you tried the newer colors, listed on page 42 of this catalogue? They are most beautiful. Be sure to thin them to 6 inches apart.

**F0151 BOLTONIA**. Perennial. 5 to 6 feet, bearing star shaped lavender-pink blooms. **SEED:** Pkt., 15c. **ROOTS:** 5 for \$1.00; 12 for \$2.00, prepaid.

**F0165 MEXICAN FIRE PLANT**. (*Heterophylla*). Also called "**Annual Poinsettia**," because top leaves marked brilliant scarlet. About 30 inches tall. Grows quickly. Pkt., 10c; ¼ oz., 35c. (Caution! Do not confuse this with **KOCHI**, called Mexican Fire Bush.)

**F0155 ANCHUSA. (ITALICA DROPMORE)**. Perennial. Tall showy plants bearing deep sky-blue blooms. Pkt., 15c; ½ oz., 50c.

**F0156 ANCHUSA. (BLUE BIRD)**. Annual. Might be called a Giant Forget-Me-Not. About 16 inches tall. Many blue flowers. Pkt., 15c; ¼ oz., 35c; ½ oz., 60c.

**NEW GLAD—"LADY DAINTY."** (Originated by Wm. Edwin Clark). Not for those who want **BIG GLADS**. This is a dainty little Prim, lovely combination of pink and cream. The name just fits. Large bulbs, each, \$1.50. Medium bulbs, each, \$1.00.



**F0166R ALL DOUBLE GYPSOPHILA**. (Baby's Breath). The true grafted Holland stock. Makes no seed. The ideal strain for drying. Does not go to sleep. Year old roots: Each 75c; 3 for \$2.00, prepaid.

**F0157 MATTHIOLA (BICORNIS) "EVENING SCENTED STOCK"**. Annual. Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods are interesting, having two "horns," hence the name, "*Bicornis*." Pkt., 10c; ½ oz., 25c.

**F0158 GAILLARDIA. PORTOLA HYBRIDA** (New). Shades of bronzy-red, golden tipped. Very robust. **SEED:** Pkt., 20c; 3 Pkts. for 50c. **ROOTS:** 7 for \$1.00; 16 for \$2.00, prepaid.

**F0160 VERBENA. LAVENDER GLORY**. (New). A true lavender, with creamy-white eye. The most glorious color in Verbenas. Sweetly fragrant. A Waller-Franklin masterpiece. Pkt., 25c; 5 Pkts. for \$1.00.

**F023 PETUNIA. ROSE OF HEAVEN**. Similar to Rosy Morn, but deeper pink, and only very little white in throat. Pkt., 10c; 1-8 oz., 60c; ¼ oz., \$1.00.

**F0168 GEUM**. (Mrs. Bradshaw.) Perennial, bearing double orange-scarlet flowers second year and after.

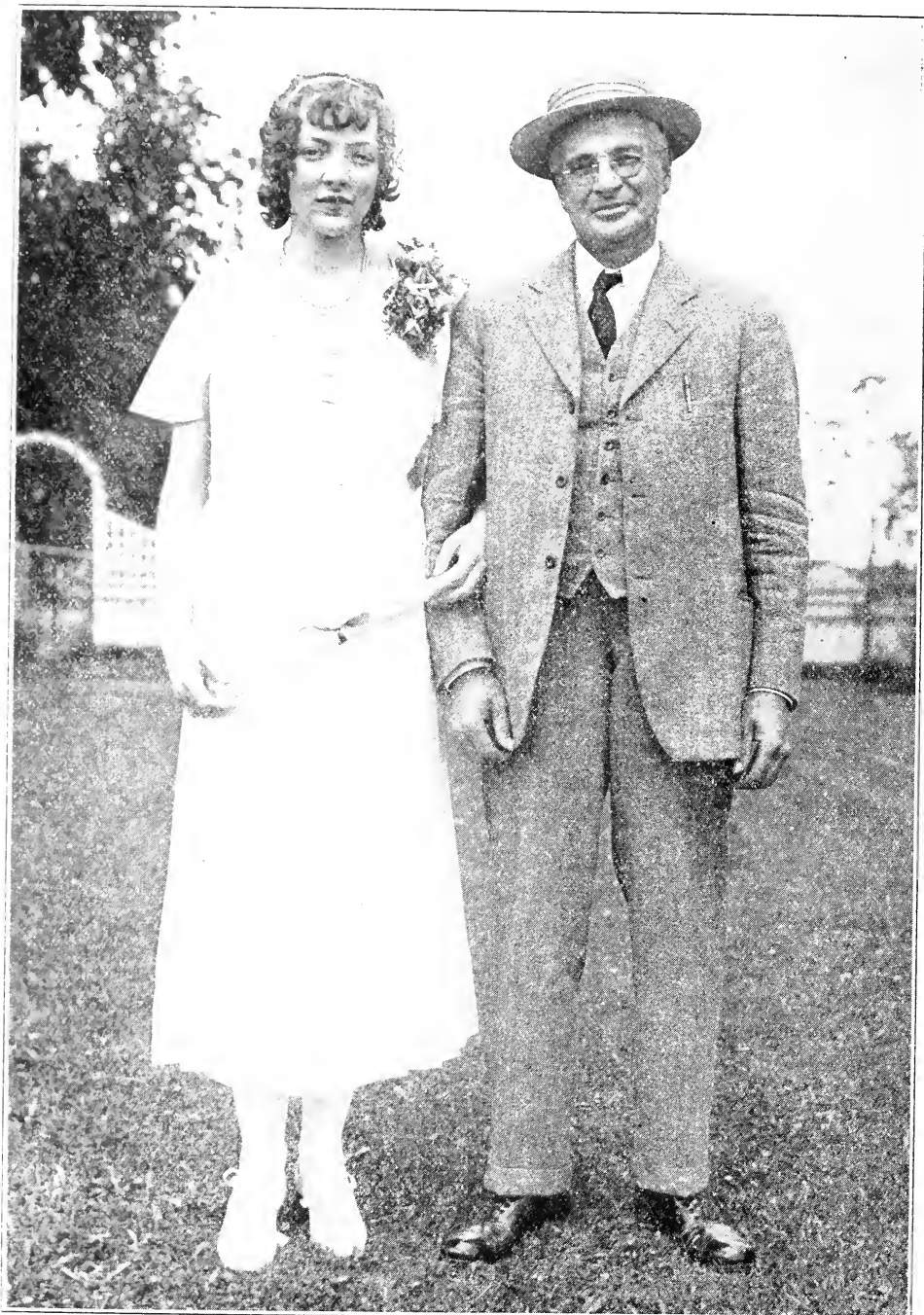
**Seed:** Pkt., 15c; ½ oz., 60c; ¼ oz., \$1.00.

**Roots:** 4 for \$1.00; 10 for \$2.00, prepaid.

**F169 GEUM**. (Lady Stratheden.) Flowers golden yellow. Prices for seed and roots, same as Mrs. Bradshaw variety.

**V43 NEW FRENCH CARROT—"TOUCH-ON."** Yes, sir, Carrots, right here among the posies. Well, why not? Eat more carrots and "keep that school girl complexion."

This is an extra early and tender Carrot, practically coreless. The bright orange-red roots are smooth, sweet, tender, fine grained, free from fiber. My seed imported direct from Europe. Pkt., 10c; 20c; ¼ lb., 50c.



Elizabeth Long and her Dad. Snapshot taken on the Long lawn last June, the day she graduated from high school. She won a four-year scholarship in the Colorado state university, and was valedictorian for her school class.



"What's all this have to do with gardening?"

Nothing, except that you'll find in quest of rocks for rock gardens would find good picking here.

Also, such snowbanks and glaciers way up in Colorado mountains melt slowly and supply our irrigation water from spring till fall. Our crops depend more on winter snows than summer rains.

Son Everett, now a sophomore in Colorado University, spends his summer vacations as guide on Long's Peak in the Rocky Mountain National Park. He has broken about all the records up there for fast and difficult climbing. That's his idea of a good time.

If you crave a rollicking good time out in the rugged wide open spaces, then you'd get a great kick climbing Long's Peak, your safety assured by Robert Collier, Jr., and the young men he sends as your guides.

Mr. and Mrs. Collier run one of the highest hotels in the world. Talk about skyscrapers! This hotel, known as the Boulderfield Shelter Cabin is 12,700 feet high! It was built by the National Park Service and is operated under their control. The Colliers use it in summer "by special permission of the copyright owner" (Uncle Sam). This "Sky-Scraper" is above timberline on the trail to top of Long's Peak. From there you continue the climb to the summit of the Peak, elevation 14,255 feet.

For more information, write for Mr. Collier's new folder, ready about June 15. Address him at Estes Park, Colorado.

From a 1931 folder, I glean the following: The "Cabin" is at end of Long's Peak trail, 6 miles from auto road. Meals, lodging and shelter are provided at very reasonable prices set by Uncle Sam (or National Park Service), in view of fact that everything has to be brought up the steep rocky trail on burros, like the prospectors used "in the days of '49".

"No mosquitoes. — No trees or shrubs to spoil the view of 1,000 acres of granite rock. — Water from snowbanks near door. — Freezing temperature outdoors every night. — Guests arrive on foot or horseback; no autos. — No hay fever. — Make reservations in advance. — Accommodations limited. — Wear stout shoes and warm clothes. — The ideal plan is to climb to the Boulderfield Cabin, at end of the horse trail, in afternoon, then start early next morning for the top. — Mountain views best in morning. — Parties start on time; don't be late. — Get hot lunch on return at Boulderfield Shelter Cabin. — One-day horseback parties to Boulderfield for luncheon and return are popular. — Take new Glacier Basin trail going one way, return via old trail. — Breakfast and horses may be had at Columbine or Hewes-Kirkwood hotels."

Main gateways to the Rocky Mountain National Park and Estes Park are Boulder and other Northern Colorado towns near the eastern foothills.

For still more information about the Rocky Mountain region, write to The Colorado Association, Denver.



"When It's Springtime In The Rockies"

(This snapshot taken last June.)



"Everett C. Long In Person"

Out in the wide open spaces near Boulderfield Shelter Cabin.





### *LONG'S* Godetia-Dwarf Double Azalea—Flowered

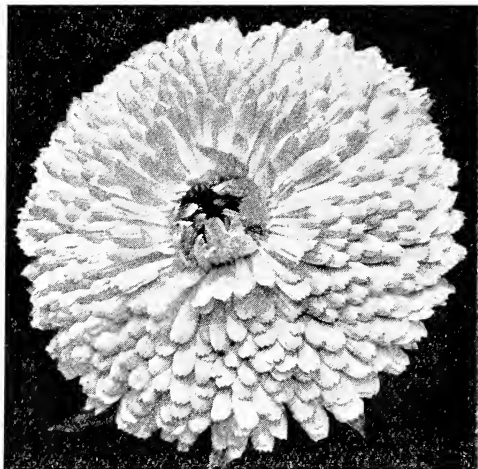
**F070. GODETIA.** These wonderful flowers rival the loveliest of potted and petted Azaleas. Sow the seed out in the garden, same as with asters. Thin to nearly foot apart. Each plant makes a compact bush about a foot high. The big beautiful pink blossoms with deeper centers just about hide the plant. It's a revelation. You'll be surprised—and delighted. May also be grown in pots. Pkt., 15c;  $\frac{1}{4}$  oz., 30c;  $\frac{1}{2}$  oz., 50c.

**F071. GODETIA, TALL GLADIOLUS-FLOWERED.** 20 inches high. Carmine flowers. Fine for cutting. Pkt., 10c;  $\frac{1}{4}$  oz., 25c;  $\frac{1}{2}$  oz., 40c.



### Scabiosa—"Loveliness"

A glorious new color in annual Scabiosa. The blossoms range through varying tones of soft delicate Salmon-Rose. This is undoubtedly the most beautiful Scabiosa ever introduced, the result of 7 years intensive selection. As a cut flower it is unsurpassed. The delightfully fragrant flowers are borne on long stiff stems. The crowning beauty of Loveliness is its glorious Salmon-Rose color. Pkt., 20c;  $\frac{1}{4}$  oz., 50c.



### Calendula—"Campfire"

Very double, brilliant orange flowers with a crimson or orange sheen. Stems long and fine for cutting. This is also known as "Sensation." Grows readily from seed planted outdoors. May also be grown in pots indoors. It blooms continuously if kept picked. Pkt., 10c;  $\frac{1}{4}$  oz., 35c;  $\frac{1}{2}$  oz., 60c.

For other good Calendulas see page 43. The Orange and Lemon are both splendid.

## LONG'S Superb Petunias

**F024. ROSY MORN PETUNIA.** A gay and artistic petunia for beds and borders. Color soft rose-pink with light throat. Plants set a foot apart in good soil will fill all the space with perfect mass of bloom, beginning about 60 days from sowing and never letting up until frosts. Pkt., 10c.

**F025. VIOLET PETUNIA.** Similar in bushy habit of growth to Rosy Morn, but a beautiful deep violet color. Very rare. Pkt., 10c.

### Giants of California

**F89.** The largest often measure  $4\frac{1}{2}$  inches across. And such wonderful colors and markings! Then too, some are delightfully ruffled and frilled. Produces very, very little seed, making the seed as precious as gold dust. Pkt., 25c; 5 Pkts., \$1.00.

### Balcony Petunias

Large flowering single sorts Petunias especially recommended for window boxes.

**F060** Balcony White. **F061** Balcony Blue.

**F062** Balcony Rose. **F063** Balcony Crimson.

**F064** Balcony Mixed. Any color or mixed: 15c Pkt. Any 4 Pkts. for 50c.

### Chinese Wool Flower

Flowers resemble a ball of wool. Plants branch freely and are covered with blooms. Very striking for garden display. Can be dried for winter bouquets. Sow in garden about May 1st or start indoors.

**F026** Crimson. **F027** Rose-Pink. **F028** Yellow.

**F029** White. **F030** Mixed. Price any color or mixed: Pkt., 10c. (**F026** and **F027** are best.)

### Giant African Marigolds

These marigolds belong to the tall growing double "pin-cushion" class of the popular marigold. My seed was grown by a specialist, who has bred these two colors up the nearest to perfection that has so far been attained. Most of them come double, though a few come single, but of unusual shape, so that some admirers like the single even more than the double. Plants grow about 3 feet high from seed sown outdoors after ground is warm. Easily transplanted. Should be thinned to 12 inches in good ground, for they make big bushes. They bloom and bloom from mid-summer to hard frosts.

**F05. ORANGE PRINCE.** A beauty. Deep golden orange. Immense blossoms. Pkt., 10c.

**F06. LEMON QUEEN.** Equal to Orange Prince, but a soft lemon yellow, making a fine contrast. Pkt., 10c.

### Hardy Perennial Blue Salvia

**F051. SALVIA AZUREA.** Also called "Heavenly Blue Flowering Sage". Grows 3 to 4 feet high; stately willow-like growth; produces spikes of pretty sky blue flowers in great profusion. Will bloom first season from seed sown early outdoors or started inside and set out later in spring. Lives for years. Can be transplanted in early spring without harm. Blooms in August and September. Seed: Pkt., 15c; 2 Pkts., 25c.

**BLUE SALVIA PLANTS:** 7 for \$1.00; 15 for \$2.00; 25 for \$3.00; 36 for \$4.00.

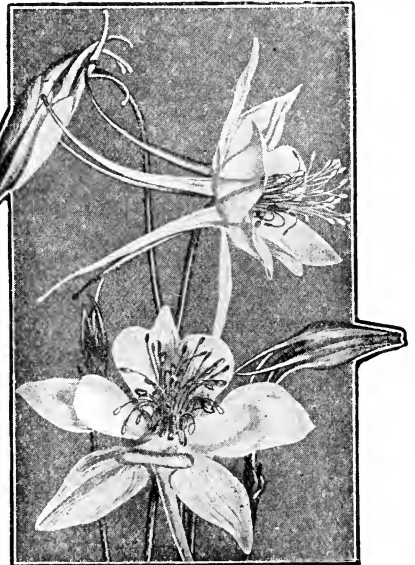
## Lily of the Valley Roots

One of the best answers to that frequent question, "What can I grow in shade, or partial shade." Will thrive also out in the open, but is especially valuable for places where many other flowers will not grow.



May be planted in clumps, or the clumps may be pulled apart, making 25 to 30 single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely. (Clump, \$1.00) (3 clumps, \$2.50) (5 clumps, \$4.00). Prepaid. Plant early.

## Rocky Mountain Columbine



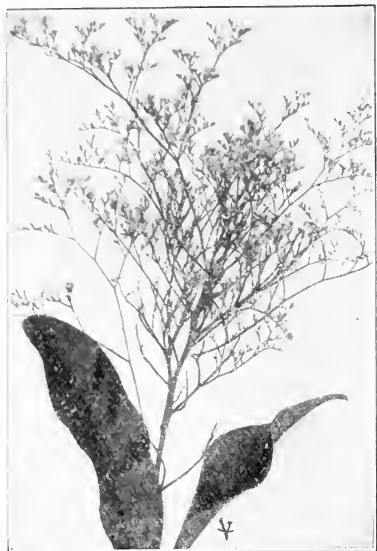
**The State Flower of Colorado.** Very beautiful, hardy perennial; sepals blue; petals white. Thrives in any State. Does best in partial shade. Plant early. Starts growth early in spring. Blooms here last of May, almost always in bloom Decoration Day. Year-old seedling roots, not very large, but should bloom some if set out early. Then will bloom profusely next year and thereafter. Prices: 2 roots for 50c; 5 for \$1.00, prepaid.

## Columbines—"Rainbow Blend"

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors in shades of pink, rose, scarlet, velvety reds and purples, including tints heretofore unknown. Sold in mixed colors only.

**"RAINBOW BLEND" SEED.** Pkt., 25c; 5 pkts., \$1.00.

**"RAINBOW BLEND" ROOTS.** Large field grown roots: 6 for \$1.00; 14 for \$2.00; 24 for \$3.00; 35 for \$4.00, prepaid.



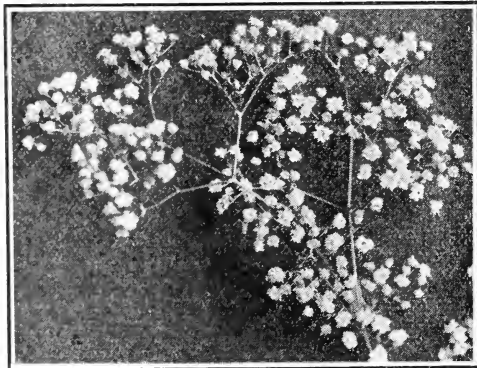
### Statice (Sea Lavender)

**F017.** Very hardy **Perennial**, blooming second year from seed or first year from strong transplanted roots. Something like "Baby's Breath" but blue instead of white. Later, also, coming in time to be used with "Glads" and other bouquets.

**Seed:** 10c pkt.;  $\frac{1}{4}$  oz., 50c.

**Roots:** Selected large transplanted field grown roots, 2 for 60c; 4 for \$1.00; 10 for \$2.00, prepaid.

**Roots:** Smaller Statice roots field grown, 3 for 50c; 8 for \$1.00; 18 for \$2.00, prepaid.



### New Double Gypsophila

**F049.** Great improvement over the single Gypsophila or Baby's Breath. **Perennial**, blooming second year from seed sown outdoors from April to June. Roots last for years, increasing in size. **Color, white.** About  $\frac{1}{4}$ th the plants will produce double flowers. Balance single or semi-double, and may be pulled out if not desired. The double is best for drying for winter; fine to use fresh also, to combine with sweet peas and other flowers. Florists use lots of it, summer and winter. **SEED:** Pkt., 25c; 5 pkts., \$1.00.

**ROOTS:** Mixed sizes. All should bloom. 7 for \$1.00; 15 for \$2.00, prepaid.

### New Giant Hardy Carnation



**F055.** The finest to date. **Chaband's Giant**, the new strain; not the old Chabaud type. Far superior also to Marguerite. (About 85% come double.)

Plants thick-set; stalks stiff, bearing immense double blossoms. Not so large as the greenhouse kinds, but surprisingly large, especially if disbud den, as florists treat their carnations. Bloom about 6 months from sowing. Start indoors for summer blooming. May be sown also in open garden. Give winter protection.

**Colors:** Red, Rose-Pink, Salmon-Rose, White, Mixed. Price for any color or mixed: Pkt., 25c; 5 pkts., \$1.00.

### Double Bachelor Button

Far superior to the common single strain. Fine for cutting. **F01 $\frac{1}{2}$**  White. **F01** Blue. **F02** Rose. **F03** Mixed. Any color or mixed: Pkt., 10c;  $\frac{1}{4}$  oz., 25c.

### Geraniums from Seed

Geraniums are easily grown from seed. Sow in the garden or start indoors. Take up and pot the best plants in fall.

**F033. GRAND ZONALE.** Grown by Mrs. Shepherd. Mixed colors—scarlet, crimson, rose, pink, salmon, blush, white, variegated. Pkt., 25c.

### Unusual California Poppies

Price for any these 5 kinds: Pkt., 10c;  $\frac{1}{4}$  oz., 35c.

**F035. "COPPER BOWL".** Bronsy-red, overlaid terra cotta. Form and color suggests the name I've given this variety.

**F036. CROCEA.** Rich orange, same as the well-known single Calif. State Flower, but double. All others single.

**F037. GEISHA.** Brilliant scarlet outside; inside rich golden orange.

**F038. VESUVIUS.** Rich, glowing, striking red. Very outstanding and attractive.

**F09. "PERSIAN RUG" MIXTURE.**

**LONG'S** Tried and True Flower Seeds**LONG'S** Everlasting Flower

Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter decoration of vases and everlasting bouquets. Will really keep for years. May be washed with soap and water to brighten up. An old-fashioned flower that is "coming back" strong now.

**Important.** Cut the flowers when partly open just as shown in this picture. Don't put them in water but hang them up dry in dark. Place also some on shelf in dark closet, so blossoms and part of stem hang over edge of shelf. This gives curve and charm to the stems when placed in vase.

**Golden Globe.** Large, golden yellow.

**Silver Globe.** Chaste silvery-yellow.

**Rose-Carmine.** Shades of rose.

**"Christmas Red."** Very popular for Christmas decorations. Some florists and gardeners make a bunch of money selling this at Christmas time.

**All Kinds Mixed.** These and other colors all in one mixture.

**Prices:** Any color, or all mixed: Pkt., 10c; 3 for 25c.

**LONG'S** Scotch Marigolds

(**Calendula.**) Also called Pot Marigold. Grows readily from seed planted outdoors. May also be grown in pots indoors. It blooms continuously if kept picked.

**Orange King.** Florists' strain. Enormous orange flowers, perfectly double.

**Lemon Queen.** Like Orange King but clear lemon-yellow. Double.

**Nankeen.** Large double cream flowers slightly flushed apricot. Unique.

**Prices:** Any these three fine kinds: Pkt., 10c; 3 for 25c.

**F13. MIXED CALENDULA.** Pkt., 5c; ½ oz., 20c.

**Annual Mallow (Lavatera)**

**F015.** A showy annual, about 2 feet high, producing large cup shaped shrimp-pink flowers. Sow in May and thin to 10 inches. Pkt., 10c; ¼ oz., 25c.

**Delphinium, Gold Medal Hybrids**

**F013.** A perennial, blooming second year from seed, known also as the Hardy Larkspur. The plants are of vigorous habit, with large flowers on spikes two feet long, when well grown. Colors run from pale lavender to deep blue. Pkt., 20c.

**LONG'S** Still Better Delphiniums

Marvelous improvements have been made with this popular flower in the past few years. Turn to page 9.

**New California Poppies****"Persian Rug" Mixture**

Mr. Waller, the originator, says: "When all these colors are in bloom—red, chrome, pink, copper-red, claret, purple—it makes you think of a beautiful Persian rug."

**F09.** "Persian Rug" Mixture. Pkt., 10c; ¼ oz., 35c.

**Double Annual Chrysanthemum**

**F011.** Not the large kind grown in green-houses and so much in evidence at football games, but a smaller flowered variety that blooms in the open garden from seed sown in spring. Nice for garden display and good for cutting. Many of the flowers come double. Mixed colors. Pkt., 10c; ¼ oz., 25c.

**Japanese Morning Glory**

**F72.** Colors run from white through all shades of blue and red; from palest pink to darkest reds and purples. Many flowers streaked, mottled and bordered. The leaves are also very ornamental, ivy-like and heart-shaped, green and marbled. Climbers. Plant in warm location. Pkt., 10c; oz., 30c.

**LONG'S** Ageratum (Floss Flower)

Dwarf, compact plants, fine for borders, edgings or pots.

**F1, Blue; F2, White; F3, Choice Mixed.** Price for any kind: Pkt., 5c; ¼ oz., 25c.

**LONG'S** Sweet Alyssum

Exceedingly popular border plant, useful in many ways in any garden. Puts the "finishing touch" to beds, walks, etc. Snow white; comes quickly from seed, and blooms continuously.

**F4. LITTLE DORRIT.** Similar to Little Gem but still more compact and a finer variety. Pkt., 10c; ¼ oz., 25c; ½ oz., 40c.

**F4½. LILAC ALYSSUM.** Same as white, but lilac color. Pkt., 10c.

**LONG'S** Amaranthus

Graceful plants with ornamental foliage producing a striking effect as a background or centerpiece.

**F5. All Kinds, Mixed.** Pkt., 5c; ½ oz., 15c.

**LONG'S** Antirrhinum (Snapdragon)

**F7. LONG'S SPECIAL MIXTURE.** Largest and finest kinds in rare variety of colors, for cut flowers or garden display. Pkt., 10c.

**Separate Colors Snapdragon.** White, Pink, Yellow, Red. Any color. Pkt., 10c.



Alyssum



Snap Dragon



Canterbury Bell



Four o'Clock

### LONG'S Bachelor's Button

**DOUBLE BACHELOR BUTTON**, Superior to the old single type. **FO** $\frac{1}{2}$  White.

**F01**, Blue, **F02** Rose, **F03** Mixed—all at 10c pkt.  $\frac{1}{4}$  oz., 25c.

**F8**, **SINGLE MIXED**. Pkt., 5c;  $\frac{1}{2}$  oz., 20c.

### LONG'S Balloon Vine

**F9**, Hardy annual climber, producing white flowers and seed vessels that look like small balloons. Good for screens. Seeds hard and should be soaked 24 hours. Pkt., 5c;  $\frac{1}{2}$  oz., 15c.

### LONG'S Balsam (Lady Slipper)

Grows quickly from seed, producing large brilliant flowers. Also called "Touch-Me-Not." Great favorite with children.

**F11**, **DOUBLE MIXED**. Pkt., 5c;  $\frac{1}{4}$  oz., 25c.

### LONG'S Calliopsis

**F14**, Bush plants 2 feet high covered with showy flowers. Pkt., 5c;  $\frac{1}{2}$  oz., 15c.

**CALIFORNIA POPPY** (See Eschscholtzia)

### LONG'S Canary Bird Flower

**F15**, Rapid growing climber, 10 feet. Flowers canary yellow, and resembling a canary bird. Fine for porches, etc. Soak 24 hours. Pkt., 10c;  $\frac{1}{2}$  oz., 20c.

### LONG'S Candytuft

**F17**, **PURE WHITE**; **F18**, **FINE MIXED**. Pkt., 5c; oz., 25c.

**GIANT HYACINTH-FLOWERED**. New. Extra large and fine. Pkt., 10c.

### LONG'S Canterbury Bells

Hardy biennials, blooming second year from seed. Plants 3 feet high. Flowers bell shaped, and many colors. Very showy. Sow from May to August.

**F19**, **LONG'S SPECIAL MIXTURE**. Single, double, and "cup and saucer" varieties; all mixed; very fine. Pkt., 10c.

### LONG'S Hardy Carnations

Biennials. These lovely fragrant carnations are the most profuse bloomers of all the so-called pinks.

**F20**, **MARGARET**. Double flowers with lovely fringed petals; delightfully fragrant; wide range of charming colors. Extra fine. Pkt., 10c;  $\frac{1}{4}$  oz., 35c.

### LONG'S Celosia or Coxcomb

**F22**, **OSTRICH PLUME**. Feathered varieties mixed. Pkt., 5c;  $\frac{1}{4}$  oz., 25c.

**F23**, **CRESTED COCKCOMB**. Dwarf plants with bright red combs. Pkt., 10c.

### LONG'S Cobaea Scandens

(Cathedral Bells)

**F24**, Rapid growing climber, 15 to 20 feet in a few months. Has lovely lilac bell shaped flowers. Plant seeds on edge. Pinch few inches off top of plant when 6 inches high or so will make it branch out and produce denser covering. Pkt., 10c;  $\frac{1}{2}$  oz., 25c.

### LONG'S Columbines (Aquilegia)

Early blooming hardy perennial with graceful long spurred flowers. Very showy.

**F25**, **TRUE ROCKY MOUNTAIN COLUMBINE**. The Colorado State flower, and most popular of all columbines. White center with blue petals. Pkt., 10c;  $\frac{1}{4}$  oz., 35c;  $\frac{1}{2}$  oz., 60c; oz., \$1.10.

**F26**, **MIXED COLUMBINES**. Good variety of colors. Single and double mixed. Pkt., 10c.

**F26** $\frac{1}{2}$ , **RAINBOW BLEND**. See page 41. Pkt., 25c; 3 pkts., \$1.00.

### LONG'S Early Giant Cosmos

Easy to grow. A good oldtime favorite still popular. This strain both early and large.

**F27**, **WHITE**; **F28**, **PINK**; **F29**, **CRIMSON**; **F30**, **FINE MIXED**. Your choice of any of these colors, or mixed: Pkt., 10c;  $\frac{1}{2}$  oz., 25c.

### LONG'S Cypress Vine

**F31**, Beautiful rapid growing climber with feathery foliage and star-shaped blossoms. Soak seed 24 hours in warm water. Pkt., 10c;  $\frac{1}{2}$  oz., 25c.

### LONG'S Double Daisy

The poet's favorite flower, perennial, blooming first year from seed. Very neat for borders.

**F32** **PINK**; **F33** **WHITE**; **F34** **MIXED**. Price for either color or mixed: Pkt., 10c.

### LONG'S Shasta Daisy

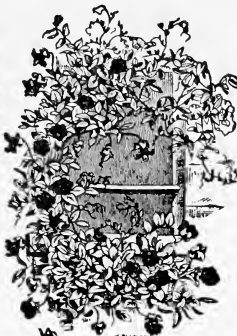
**F35**, **SHASTA DAISY**. Originated by Burbank. Large white flowers on long stiff stems, great bloomer, fine for cutting, perennial; roots may be divided after a few years and reset. Pkt., 10c;  $\frac{1}{4}$  oz., 25c.



California Poppy



Carnation



Cobaea Scandens



Celosia

### LONG'S California Poppies

Blooms early and continuously from spring sown seed. Seeds itself after first year. Fine for beds or borders.

**F36. GOLDEN WEST.** Large golden yellow; the California State Flower. Pkt., 5c;  $\frac{1}{2}$  oz., 25c.

**F38. LONG'S BRILLIANT MIXTURE,** of best kinds and colors. An unusually bright and pleasing mixture. Pkt., 5c;  $\frac{1}{2}$  oz., 25c.

### LONG'S "Forget-Me-Not"

**F37.** Hardy perennial and one of the daintiest of best garden favorites. Blooms first year and better next. Color blue. Pkt., 10c;  $\frac{1}{4}$  oz., 25c.

### LONG'S Four o'Clock

**F39.** Good old-fashioned easy-to-raise flowers, splendid for hedge, center or background. Mixed colors. Pkt., 5c; oz., 20c.

### LONG'S Fox Glove

**F40.** Tall perennial with spikes of vari-colored and spotted tube-like flowers, blooming second-year from seed. Pkt., 10c.

### LONG'S Gaillardia

**F41.** Compact bushy plant bearing large brilliant flowers. Fine mixed. Pkt., 5c;  $\frac{1}{8}$  oz., 25c.

### LONG'S Geranium

**F42.** Perennial blooming first year from seed if started early. Fine mixed. Pkt., 15c.

**F033. GRAND ZONALE.** Mixed. Pkt., 25c.

### LONG'S "Satin Flower" (Godetia)

**F43.** Hardy annual about 18 inches tall, bearing many showy flowers of satiny texture in rich and varied colors. Does well in poor soil and somewhat shady places. Fine mixed. Pkt., 5c;  $\frac{1}{4}$  oz., 15c.

### LONG'S Curious Gourds

Don't overlook these for the children. Easily grown, rapid climbers, tender, sow after danger from frosts.

**F44. NEST EGG.** Grow your own nest eggs. Give the hen an inspiration. Plant this seed in poor soil lest you raise an ostrich egg. Pkt., 5c;  $\frac{1}{2}$  oz., 15c.

**F45. DIPPER.** Dippers are now so high that it might pay to grow your own dippers and be independent of the dipper trust. Pkt., 5c;  $\frac{1}{2}$  oz., 15c.

**F46. MIXED GOURDS.** Ornamental gourds, large and small, all shapes and colors. Many odd, fantastic varieties. Pkt., 5c;  $\frac{1}{2}$  oz., 25c.

### LONG'S Gypsophila

Graceful plants of light fairy-like growth, covered with tiny white flowers. In great demand for combining with sweet peas and other cut flowers. Note that there are two kinds, the annual and perennial.

**F47. ELEGANS (ANGEL'S BREATH) ANNUAL.** Blooms first year from seed. Not so dainty as the perennial. Good plan to sow both kinds this spring, so as to have a supply this year and next. Pkt., 5c; oz., 25c.

**F47½.** Same as F47 above but dainty pink. Annual. Pkt., 10c; oz., 30c.

**F48. PANICULATA (BABY'S BREATH) PERENNIAL.** Blooms second year from seed and increases in size of plants each year. The tiny white flowers on branched stems are so thick as to give the plant a white lacelike effect. A "perfect dream." Pkt., 10c;  $\frac{1}{2}$  oz., 25c.

**F049. DOUBLE GYPSOPHILA.** New. This comes part semi-double and single. About one-fourth comes double. Perennial. Color white. Pkt., 25c.

### LONG'S Heliotrope

**F50.** Perennial, blooming first year from seed. Choice mixed. Pkt., 10c.

### LONG'S Double Hollyhocks

The modern double hollyhocks bear flowers as double and beautiful as the most charming rose. My double varieties in seed and plants are of the finest. Biennial.

**F51.** Extra fine mixture of double flowering kinds. Pkt., 10c;  $\frac{1}{4}$  oz., 25c.

**SEPARATE COLORS DOUBLE HOLLY-HOCKS.** F51 Sunset. F52 White. F53 Yellow. F54 Red. F55 Pink. F57 Maroon. F58 Black. Choice of colors. Pkt., 10c;  $\frac{1}{4}$  oz., 40c.

**F56. NEW LILAC DOUBLE HOLLYHOCK.** Something different, and pleasing, for your garden. Pkt., 10c;  $\frac{1}{4}$  oz., 40c.

### LONG'S "Job's Tears"

**F61.** Curious ornamental grass with hard seeds used for beads. Pkt., 10c;  $\frac{1}{4}$  lb., 25c.

### LONG'S Japanese Hop

**F62.** A rapid growing climbing vine much used for covering unsightly objects and for shading windows and porches. Soak seed 24 hours. Pkt., 10c;  $\frac{1}{2}$  oz., 25c.





Mixed Gourds



Gypsophila



Japanese Hop



Marigold

### LONG'S Annual Larkspur

- F63.** Dwarf Mixed. Pkt., 5c;  $\frac{1}{2}$  oz., 25c.  
**F64.** Tall Mixed. Pkt., 5c;  $\frac{1}{2}$  oz., 25c.

### LONG'S Scarlet Flax

- F65.** Slender plant with bright red saucer-shaped flowers. Very showy and easy to grow. Pkt., 5c; oz., 25c.

### LONG'S Marigolds

- F67. FRENCH DWARF.** Mixed. Pkt., 5c;  $\frac{1}{2}$  oz., 25c.  
**F67 $\frac{1}{2}$ .** "LEGION OF HONOR." Rich golden yellow flowers, marked velvety brown. Fine for borders and edging. Pkt., 10c;  $\frac{1}{2}$  oz., 30c.  
**F68. AFRICAN TALL.** Long's Special Mixture of large beauties. Pkt., 10c;  $\frac{1}{2}$  oz., 30c.

### LONG'S Mignonette

No garden is complete without this old-fashioned fragrant flower. Comes into bloom soon.

- F69. LONG'S SPECIAL MIXTURE.** Extra fine varieties mixed. Pkt., 5c;  $\frac{1}{2}$  oz., 25c.

### LONG'S Morning Glories

- F70. TALL.** Always popular for fences and screens, etc. Fine Mixed. Pkt., 5c; oz., 20c.  
**F71. DWARF.** Good for beds or borders. Pkt., 5c; oz., 25c.

### LONG'S Mexican Fire Bush

- F73.** Also called Summer Cypress. The moss-like green foliage turns to deep carmine in fall. Makes inexpensive showy hedge. Improved giant strain. Pkt., 10c;  $\frac{1}{2}$  oz., 25c.

### LONG'S Scabiosa

- F74.** Also known as Pincushion Plant. Flower stems are long and keep well in water. Fine mixed. Pkt., 5c;  $\frac{1}{2}$  oz., 25c.

### LONG'S Nicotiana

(Flowering Tobacco Plant)

- F75.** Blossoms something like petunia but with longer tubes. Flowers very fragrant and showy. Pkt., 5c;  $\frac{1}{4}$  oz., 25c.

### LONG'S Delightful Petunias

Great bloomer. Very showy and fragrant. My Giants of California are simply marvelous in size, forms and colors.

- F88. CHOICE MIXED.** Splendid mixture of single varieties. Pkt., 10c;  $\frac{1}{4}$  oz., 35c.  
**F89. GIANTS OF CALIFORNIA.** Extra large flowers of every conceivable shade. Many blossoms ruffled. Truly wonderful. Pkt., 25c; 5 Pkts., \$1.00.

### LONG'S Nasturtiums (Dwarf)

About one foot high and very effective. They bloom and bloom and bloom. The more you pick them the more they bloom. Fine for beds and borders, also for planting in rings around trees. Stand hot locations better than many other flowers. Easy to raise. Tramp soil after planting so it will come in contact with all portions of the ribbed seed. Soaking seed 24 hours will also hasten germination. Sow any time from first of April to July.

- F76. LONG'S SPECIAL MIXTURE.** Extra fine mixture of Dwarf sorts, always giving pleasing results. Large Pkt., 10c; oz., 15c;  $\frac{1}{4}$  lb., 50c.

### Separate Colors Dwarf Nasturtiums

- F77. EMPRESS OF INDIA.** Crimson. Foliage dark.  
**F78. GOLDEN KING.** Rich orange-yellow.  
**F79. KING THEODORE.** Velvety crimson.  
**F80. PEARL.** Light lemon-yellow or primrose.  
**F81. VESUVIUS.** Rich deep apricot.  
 Any separate color: Pkt., 10c; oz., 20c.

### LONG'S Nasturtiums (Tall)

Fine for covering trellises, stumps, fences, etc. Very showy when planted at top of steep bank and allowed to run down the bank. Or may be allowed to ramble in any location. Flowers larger and stems longer than the dwarf kinds.

- F82. LONG'S SPECIAL MIXTURE.** Fine assortment of large flowering tall or climbing nasturtiums. Large Pkt., 10c; oz., 15c;  $\frac{1}{4}$  lb., 50c.

### Separate Colors Tall Nasturtiums

- F83. KING THEODORE.** Crimson-maroon.  
**F84. ROSE.** Bright soft rose.  
**F85. SCARLET.** Bright Scarlet.  
**F86. SUNLIGHT.** Clear rich yellow.  
**F87. VESUVIUS.** Salmon-rose.  
 Any separate color: Pkt., 10c; oz., 20c.

### LONG'S Phlox Drummondii

For beds and massing nothing surpasses these beautiful annuals.

- F91. GRANDIFLORA MIXED.** Pkt., 10c;  $\frac{1}{4}$  oz., 50c.

### LONG'S Pinks (Dianthus)

Hardy sweet scented annuals blooming all summer in variety of brilliant colors.

- F94. HEDDEWIGGII.** Finest of all pinks. Great variety of colors. Pkt., 10c;  $\frac{1}{4}$  oz., 50c.





Morning Glory



Pink



Salpiglossis



Verbena

### LONG'S Gorgeous Poppies

Wonderfully brilliant and always popular flowers. Sow where wanted, as difficult to transplant.

**F94½. BRILLIANT BEAUTIES.** My special mixture of finest double and other charming sorts in wide range of colors. Pkt., 5c; ½ oz., 25c.

**F95. TULIP POPPY.** Vivid scarlet. Pkt., 10c; ¼ oz., 35c.

**F96. SHIRLEY.** A beautiful single poppy, white, pink, lavender, purple, crimson, all mixed. Pkt., 5c; ¼ oz., 25c.

**F96½. ICELAND.** (Perennial.) Very hardy fragrant, blooms first year from seed, good for cutting. Fine mixed. Pkt., 10c; ½ oz., 25c.

**F97. ORIENTAL.** (Perennial.) Tall and showy. Scarlet flowers. Looks well among shrubs. Pkt., 10c; ½ oz., 25c.

### LONG'S Castor Beans

**F93.** Tropical looking plants growing to immense size from seed sown after danger from frost. Richer the ground the bigger they grow. Good for backgrounds and centerpieces. Children enjoy seeing them grow so quickly to size of trees 6, 8, or 10 feet tall. Pkt., 10c; oz., 25c.

### LONG'S Portulaca

(Moss Rose)

**F99. SINGLE MIXED.** Pkt., 5c; ¼ oz., 25c.

**F100. FINE DOUBLE MIXED.** Pkt., 10c.

### LONG'S Velvet Trumpet

Salpiglossis

**F101.** Very showy plant with trumpet-shaped blossoms in rare combinations of color, beautifully marbled and penciled. Pkt., 10c.

### LONG'S Salvia (Scarlet Sage)

**F102.** Standard bedding plant where brightness of color is wanted. Flowers borne in spikes of fiery red lasting long time. Pkt., 10c; ¼ oz., 60c; ½ oz., \$1.00.

### LONG'S "Hit or Miss"

**F125.** Great mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." Something new nearly every day after begins to bloom. Makes a good hit with all who try it. Pkt., 5c.

### LONG'S Snapdragon (Antirrhinum)

**F7. LONG'S SPECIAL MIXTURE.** Largest and finest kinds in rare variety of colors, for cut flowers or garden display. Pkt., 10c.

**Separate Colors Snapdragon:** White, Pink, Yellow, Red. Any color: Pkt., 10c. Any 3 Pkts. for 25c.

### LONG'S Double Sunflower

**F105.** The grandest of all sunflowers, 7 feet high, with a dozen or more blossoms on each stalk. Flowers perfectly double, resembling chrysanthemums, and of a rich golden yellow color. Perfectly gorgeous for centerpiece or background, very hardy, easily grown from seed. Pkt., 10c; ¼ oz., 30c; ½ oz., 50c.

### LONG'S Stocks—Ten Weeks

**F103½.** "Cut and come again" fragrant annual. Profuse bloomer. Colors range through all the soft and distinct shades. Pkt., 10c.

### LONG'S Sweet Sultan

**F107.** Delightfully fragrant flowers with small fringed petals. Easily grown. Something like Bachelor's Button. Choice mixed. Pkt., 5c; ½ oz., 25c.

### LONG'S Sweet William

Well-known hardy perennial producing gorgeously colored fragrant flowers. Hardy perennial, 18 inches high. Cover seed scant ¼ inch. Thin to 6 inches.

**F108. SINGLE MIXED.** Pkt., 5c; ¼ oz., 15c.

**F109. DOUBLE MIXED.** Pkt., 10c; ¼ oz., 35c.

### LONG'S Verbenas

**F110. MAMMOTH MIXED.** Also, Red, White, Purple, or Pink. Your choice: Pkt., 10c. Any 3 Pkts. Verbenas for 25c.

### LONG'S Wild Cucumber

**F115.** One of the quickest growing annuals, 20 feet in a season sometimes. Foliage dense, great for shade. Produces many white blossoms, followed by ornamental prickly seed pods. Will self sow after first season. Soak seed in warm water 24 hours, or cut small portion of shell away from germ end (the pointed end). Pkt., 10c; oz., 30c.

## **LONG'S** Rare Double Hollyhock, "Lilac Beauty"



I don't claim the honor of originating this splendid addition to the Hollyhock family. Found it in a mixture a few years ago. Liked it so well that I saved the plant and increased stock to add to my list.

Had never seen this color listed in catalogues. Later I found it offered by an English firm from whom I bought seed but their strain not so good as mine. The seed and plants I offer are from my own stock.

Not sure that Lilac is just the name for the color. Using Ridgeway's color chart, I found Chinese Violet seemed nearest to color of blossoms on my plants last summer. Anyhow, it's a beauty, and different in color from anything I've offered before. Not quite so double as blossoms shown on this page.

**"LILAC BEAUTY" PLANTS:** Year old, field grown. 3 for 55c; 7 for \$1.00; 15 for \$2.00. Prepaid.

You gain a year by planting roots this spring instead of seed. Hollyhocks bloom second year from seed, you know.

It's a good idea to plant both roots and seed. The roots frequently live over after blooming one season, but not always. The seed you sow this year will provide a new supply of blooming size roots for next summer. Sow seed from April to July. Plant roots early in spring. April best time.

### **"Colorado Sunset" Hollyhock**

Color varies from copper to cream, but always charming. Prices for seed and plants reduced this season. Same price as Red, Pink, etc.

### **Double Hollyhocks Six Other Colors**

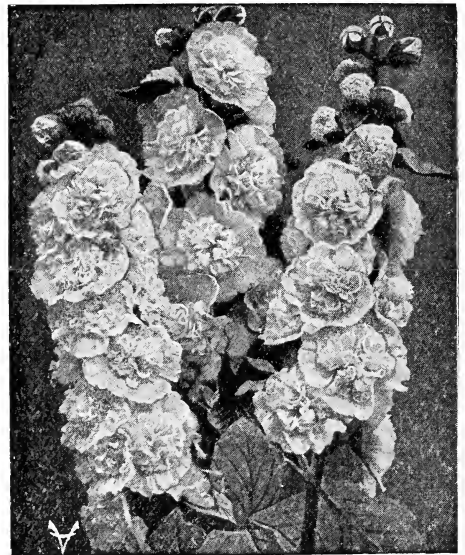
Their double blossoms rival the rose in exquisite color and form.

Bloom second year from seed; first year from roots I sell. Plant roots early for best results. Red, White, Yellow, Maroon, Newport Pink, Black, "Colorado Sunset."

**Roots:** 3 for 55c; 7 for \$1.00; 15 for \$2.00; each color labeled. Mixed colors, our selection, not labeled: 10 for \$1.00. All prepaid.

**Seed:** Any color, including "Colorado Sunset": Pkt., 10c;  $\frac{1}{4}$  oz., 40c; oz., \$1.20, prepaid.

**"LILAC BEAUTY" SEED:** Pkt., 10c;  $\frac{1}{4}$  oz., 40c; oz., \$1.20.



### **Double Hollyhocks "Rival Roses in Color and Form"**

## GOOD IDEA—Start A Garden Library

Start with books written by those who understand your garden problems. And add to your garden library from time to time. All the books offered on this page are published by the well known and reliable firm, A. T. De La Mare Company. Not only are the books practical and helpful, but are attractive in appearance, a credit to any library.

All these books are priced prepaid. Just send me your order and remittance to match, and I'll see that you get the books.

**1001 GARDEN QUESTIONS ANSWERED.** (By Alfred C. Hottes.) This book, like the dictionary, is not meant to be read for literary effect, but to secure a quick answer to any definite question—and it fulfills that function well.

The book contains 320 pages and is copiously illustrated. A beautiful 4-color plate adorns the cover. Cloth bound. \$2.15, prepaid.

**A LITTLE BOOK OF CLIMBING PLANTS.** (By Alfred C. Hottes.) The only book obtainable combining all climbing plants, of whatsoever nature, in the one volume. Highly illustrated. 250 pages. \$1.90, prepaid.

**CITY AND SUBURBAN GARDENING.** (By Chelsa C. Sherlock.) Treats the home maker's problems in a practical manner. Appeals particularly to the amateur gardener with limited gardening hours, no hired help and a modest garden budget.

Numerous and diverting garden plans for small areas, accompanied by planting keys, together with many reproductions in half-tone from photographs taken by the author are featured in the book. 186 pages. 5x7½, 93 illustrations (many full page). Bound in cloth. \$2.15, prepaid.

**FOUNDATION PLANTING.** (By Leonard H. Johnson.) The descriptive text praises, criticizes and discusses all the plantings shown. Size 7½x10, 256 pages, substantial cloth binding. \$3.65, prepaid.

**GARDEN GUIDE.** (Fifth Edition, revised up to date.) A condensed Cyclopedica of Gardening for the amateur, providing information on every subject connected with the garden and gardening.

Covers every step from spading the ground to preserving the harvest. 388 pages and over 275 teaching illustrations, with beautiful cover in four colors. Span-o-tone cloth. \$1.65, prepaid.

**GLADIOLUS BREEDING.** (By J. A. Kemp.) A trustworthy guide of 12 pages for the experimenter in the successful breeding of Gladiolus. The various operations are described in plain, everyday garden language. 55c, prepaid.

**LANDSCAPING THE SMALL HOME.** (By Edward W. Olver.) Makes its direct appeal to the small home owner. Complete planting plans for the average small city or suburban home. 160 pages, cloth bound. \$2.15, prepaid.

**MILADY'S HOUSE PLANTS.** (By F. E. Palmer.) Deals with plants that will succeed in the home, sowing of seeds and rooting of cuttings, window boxes, insects pests and remedies, sun parlors, and the treatment of cut flowers. Profusely illustrated with about 100 instructive pictures. Cloth bound. \$1.35, prepaid.

**MODERN DAHLIA CULTURE.** (By W. H. Waite.) Mr. Waite's little volume is the biggest book value there is for Dahlia lovers, present and to come.

Gives classification, culture, propagation, insects, diseases and remedies, shipping, packing, storing, soils, fertilizers, societies, shows, etc. 132 pages of clear type, 24 half-tone illustrations and 6 in full color. Handsome cloth binding. \$1.65, prepaid.

**PRACTICAL PEST CONTROL.** (By H. C. Tweedale.) A 32-page illustrated pamphlet by an expert, experienced plantsman, telling in simple direct terms how to protect horticultural crops against injurious insects and diseases. 55c, prepaid.

**PRACTICAL VEGETABLE CULTURE.** (By Albert E. Wilkinson.) In the United States there are approximately 10,000,000 home gardeners. It is the aim of this book to help all of these. In its 308 pages all phases of vegetable culture are covered from sowing the seed to reaping the harvest; there are innumerable garden plans of all kinds and of all sizes; greenhouses, hotbeds, coldframes, home vegetable storage, control of pests and diseases, etc., are discussed in detail. 308 pages, profusely illustrated, bound in cloth. \$2.15, prepaid.

**ROSE GARDEN PRIMER.** (By Eber Holmes.) The truth about Rose growing at home, for pleasure, is told in a simple, straightforward, instructive and interesting manner. 224 pages, 70 illustrations, bound in Span-o-tone cloth. \$1.90, prepaid.

**THE BOOK OF ANNUALS.** (By Alfred C. Hottes.) The author opens up many new possibilities to garden makers in this book.

Over 100 separate species are described, with full directions for their culture and uses. 182 pages, 155 illustrations. Cloth bound. \$1.65, prepaid.

**THE BOOK OF PERENNIALS.** (By Alfred C. Hottes.) This book is a veritable storehouse of information about the ever popular flowers which come up year after year—the perennials.

A tabular cultural index, giving species or variety, height, flowering period, color, etc., adds to the value of the book.

The volume is marked by the liberal use of illustrations and by the eminently practical language that makes Mr. Hottes' writings both interesting and instructive for amateur as well as professional. Cloth bound. \$1.65, prepaid.

**THE BOOK OF SHRUBS.** (By Alfred C. Hottes.) Brings together a vast amount of information on shrubs. 448 pages, 5x7, with 180 halftones and diagrams. Cloth cover with colored jacket. \$3.15, prepaid.

**THE PRINCIPLES OF FLOWER ARRANGEMENT.** (By Prof. E. A. White.) To enjoy the reputation of being an adept in the arrangement of flowers in your home means much to both yourself and your visitors.

225 pages, profusely illustrated in black-and-white and six magnificent color plates. \$3.15, prepaid.

**THE WOMAN'S FLOWER GARDEN.** (By Jane Leslie Kift.) 160 pages, numerous illustrations. Cloth cover. \$1.35, prepaid.

**WATER GARDENS AND GOLDFISH.** (By Robert V. Sawyer and Edwin H. Perkins.) Teaches growing Waterlilies in a small way in a tub or on a balcony, gradually leading up to the establishment of water gardens in concrete tubs and ponds.

The second half of the book, devoted to Goldfish, covers Varieties of Goldfish, Breeding, Fish Foods, Fish Diseases and Remedies and the Home Aquarium and Its Management. Printed on heavy enamel paper. 112 pages, 5x7, 59 illustrations, cloth cover. \$1.65, prepaid.

**WAYSIDE MARKETING.** (By Schuyler Arnold.) Every angle of the situation is covered—location, the building of the stand, with details of measurement, the stock to be offered (flowers, fruits and vegetables) and how to grow it, etc. Many cuts made from hand drawings of practical booths, from simple stands to the more elaborate affairs. 132 pages, bound in cloth. \$1.65, prepaid.

**LONG'S****MASTODON****Everbearing  
Strawberries**

**Just Think! Fresh Berries  
All Summer and Fall from  
Your Own Garden!**

**MASTODONS** are now so well known that little need be said in way of description and recommendation of them. The important matter is to get **true stock, free from disease.** All my plants have been officially inspected and approved. You start right when you set out **LONG'S** true Mastodon plants. Only new plants, produced summer of 1931, sent to customers. Safe delivery of plants in good growing condition guaranteed.

**MASTODON** plants are very robust and thrifty. They begin bearing late in July or early August, continuing until heavy freezing weather. Plants start bearing again the following June. The dark-green leaves are very large and of heavy texture, thus well protecting the berries from sun and rain. The berries are borne in clusters on strong, stiff stems. Some of the larger berries will not go through the top of a quart milk bottle.

**PRICES FOR MASTODON PLANTS, PREPAID IN U. S. A.:** 36 plants (smallest order packed) for \$1.00; 100 for \$2.00; 200 for \$3.80; 300 for \$5.40; 400 for \$7.00; 500 for \$8.00; 1,000 for \$15.50. Prepaid.

**MASTODON PLANTS BY EXPRESS, NOT PREPAID:** Write for prices, stating quantity wanted.

**How to Grow Everbearing Strawberries**

With **Everbearers**, no need to worry if frost or hail kills a crop of blossoms. Nature gets busy and produces other crops with little loss of time.

**Strawberries do best in full sun.** They respond to rich ground, plenty of water, and frequent shallow cultivation. If water is scarce, cultivate more.

**Set plants on level ground, not on ridges.** Space the plants 12 to 18 inches in the row and rows 24 to 42 inches apart, according to method of cultivation and space you can spare. If to be worked with horse-drawn tools, make rows 36 to 42 inches apart.

**In setting out strawberry plants,** cut off the tips of the roots. Many new, fine, hair-like roots will develop on account of this operation. And the tops should also be trimmed back so that just several crown leaves show. If plants are taken up real early in spring, they may yet be dormant, with no green leaves showing. Though apparently dead they do splendidly if set out at this stage, provided the ground does not freeze before they get rooted. Too much freezing of the ground may cause failure, but mere frosts do no harm to plants wintered in the open with no covering.



**PLANTS  
SHIPPED  
IN SPRING  
ONLY**

**Plant early,** the earlier the better, after you begin your spring gardening. The time varies according to season and locality. Most places April and early May best.

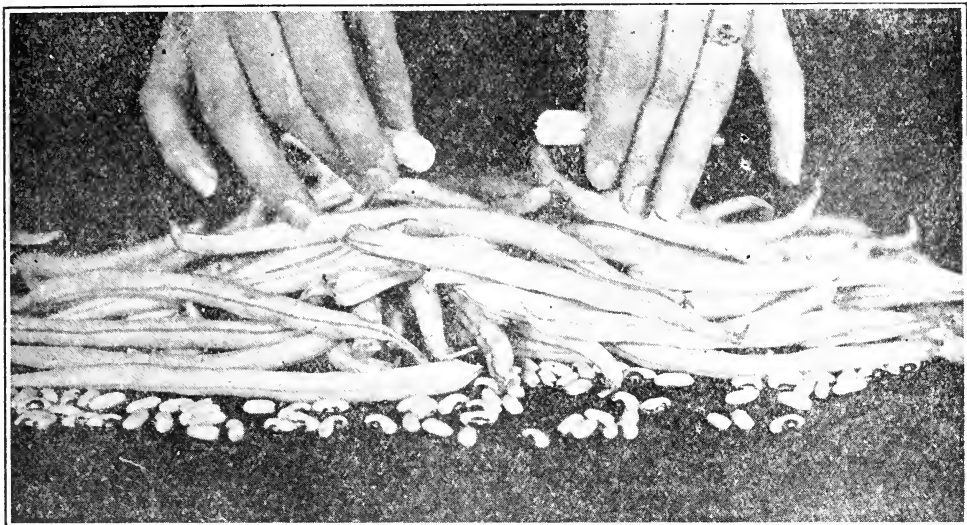
**Spread the roots out fan-like** when setting, and press well at once, and keep soil moist around the roots.

**To get the most berries** keep all or nearly all the runners cut off as fast as appear. The hill method is used by large growers of Mastodons for market.

**Everbearers are too ambitious.** They want to show off by producing berries before the plants get well established. Pick off blossoms as fast as they appear the first few weeks.

In our Boulder climate, I never cover or mulch strawberry plants in winter. Doubt if necessary in many sections. But if you do mulch them, then wait until very late in fall, preferably until ground has frozen a little. Then put coarse manure, hay, straw, excelsior or tomato vines over the bed, but not much, if any, right on top of the plants. Work it more in between the plants. Remove very early in spring.

# LONG'S Beautiful, Bountiful, Brittle Beans



## Two Favorites—Brittle Wax and Stringless Green Pod

**V1. BRITTLE WAX.** The name tells the story. The pods break like icicles, with hardly ever a sign of string. Flavor fine. What more could one wish? The long, round, fleshy pods are a beautiful yellow. Beans, long, white, with dark eye. Pkt., 10c;  $\frac{1}{2}$  lb., 20c; lb., 35c; 3 lbs., \$1.00, prepaid. For larger lots, see page 64.

**V7. STRINGLESS GREEN POD.** Might be called a green pod "Brittle Wax". Beans brown. Pods round and tender. Splendid flavor. Pkt., 10c;  $\frac{1}{2}$  lb., 15c; lb., 30c; 3 lbs., 85c, prepaid.

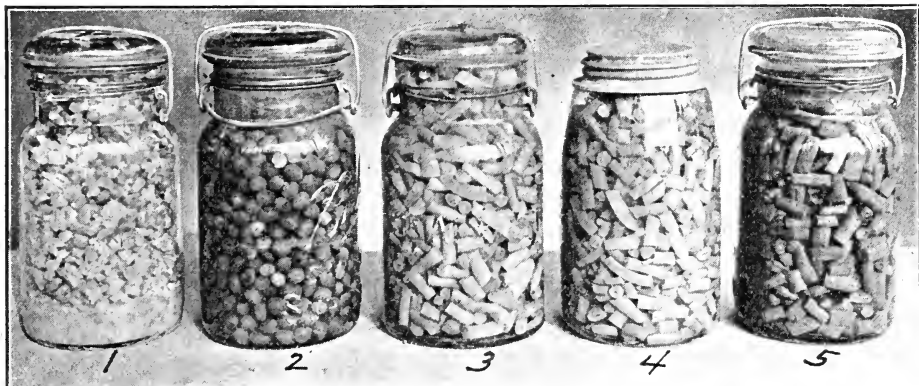
**V9. KENTUCKY WONDER POLE.** The favorite pole bean. Pkt., 10c;  $\frac{1}{2}$  lb., 15c; lb., 30c, prepaid.

**V10. COLORADO CREAM BUTTER.** (Aztec.) Immense white bean, shape of navy. Pkt., 10c;  $\frac{1}{2}$  lb., 22c; lb., 40c; 2 lbs., 75c, prepaid.

**V11. HENDERSON'S LIMA.** "Baby Lima". Pkt., 10c;  $\frac{1}{2}$  lb., 15c; lb., 30c, prepaid.

**V12. BURPEE'S BUSH LIMA.** Pkt., 10c;  $\frac{1}{2}$  lb., 22c; lb., 40c; 2 lbs., 75c, prepaid.

For larger lots, see page 64.



"We eat what we can. What we can't eat we can."

## **LONG'S "Live Beets"**

**V14. EARLY WONDER.** A splendid extra early variety that is meeting with great favor. This quick growing attractive variety is of the favorite globe shape. The flesh is dark red, sweet and tender. Fine for summer and fall use, canning, or storing for winter. Select seed. Large pkt., 10c; oz., 15c.

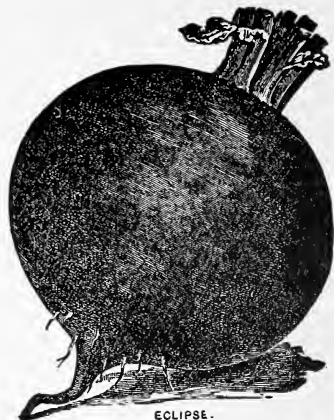
**V16. CROSBY'S EARLY EGYPTIAN.** Preferred now by most gardeners to the old flat type Egyptian. Uniform turnip shape; flesh deep red; quick growing. Pkt., 5c; oz., 10c.

**V17. EARLY ECLIPSE.** Similar to Early Wonder and Crosby's in season and shape, but flesh a brighter red. Preferred by some. Pkt., 5c; oz., 10c.

**V18. DETROIT DARK RED.** Globe shape; smooth; dark red; tops small, admitting close planting. A good all around early, medium or late variety. Splendid for canning when small. "Can you beet it?" Pkt., 5c; oz., 10c.

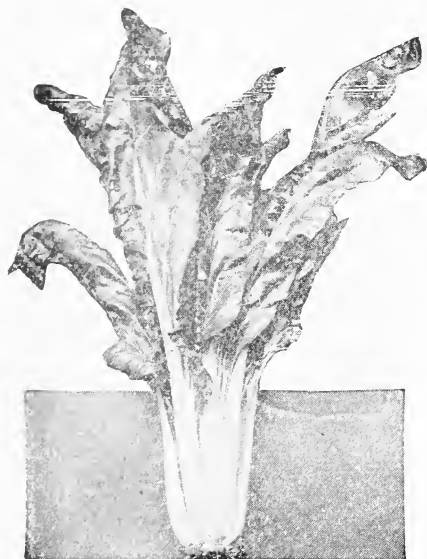
**V19. BLOOD TURNIP.** Discontinued. Use Detroit.

(For larger lots, see page 64.)



## **Mangels, Sugar Beets**

**Culture:** Sow 4 to 6 lbs. to acre, in rows 24 inches apart. In good ground you can raise 30 to 40 tons per acre. Very valuable for feeding stock, especially milch cows. A mixture of mangels and sugar beets is good combination. Add carrots for dessert!

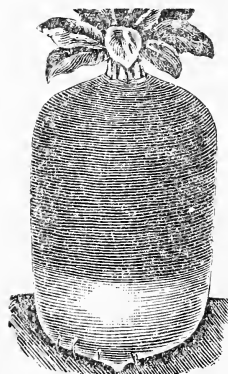


## **LONG'S "3-in-1" Vegetables**

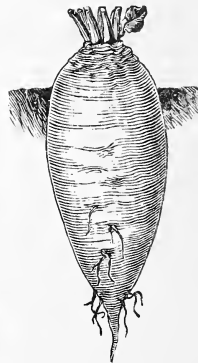
**SWISS CHARD** — Alias Spinach Beet, Asparagus Beet, "Chicken's Delight." Leaves may be cooked for "greens" like spinach. The stalks may be cut lengthwise and crosswise, the quartered pieces then boiled and served in butter or milk dressing like asparagus. Grow plenty and feed surplus to the chickens. They like Swiss Chard and thrive on it. Don't dig up the root or cut off all the top. Pull off the outside stalks. Others will keep forming from heart of plant. Grows in hot weather when spinach lies down on the job. Stands a lot of freezing in fall and still keeps growing. Really a wonderful vegetable. Large pkt., 10c; oz., 15c; ¼ lb., 35c.

### **HOW TO GROW "LIVE BEETS"**

**Culture:** Plant any time from early spring to August. Most people make a mistake by not planting beets along in summer, as well as in spring. They come quickly, the small half-grown size being best for canning and fine for summer use also. An ounce of seed will sow 50 feet of row. Cover ¾ inch.



**Golden Tankard**



**Sugar Beet**

**Prices:** All Mangels, also **LONG'S Special Mixture** of Mangels and Sugar Beet: Pkt., 5c; oz., 10c; ¼ lb., 25c; 1 lb., 60c; 5 lbs., \$2.50; 10 lbs., \$4.20, prepaid. Ask for prices on larger lots.

**V22. MAMMOTH LONG RED.** Great yielder. One of the best of stock beets.

**V23. GOLDEN TANKARD.** Roots rather short. Good yielder. Easy to pull.

**V25. GIANT HALF SUGAR.** Richer in sugar than other Mangels, but not so rich as the Sugar beet. Heavy yielder. Grows about half out of the ground.

**V26. WANZLEBEN SUGAR BEET.** The standard sugar beet. Extra good seed; true strain. Prices as above.

## **LONG'S Special Mixture**

**V27.** A well-balanced mixture of Mangels and Sugar Beet, for milk cows. Mixed by myself from our tested seed. **Better for stock than all Mangels or all Sugar Beet.** Prices as above.



**LONG'S Cabbage—Best Kinds for Home and Market****Copenhagen Market—Best Early Round Head**

**V31.** It's growing in favor every year, not only the best Early Round Head Cabbage, but also as a splendid sort for winter, when planted a little later than the winter varieties. The dish shaped leaves fold so tightly, and the heads are so solid, that it can be grown closer together than other kinds of equal weight. True, imported stock. Pkt., 10c; oz., 25c. (For larger lots, see page 64.)

**"Golden Acre"—Another Solid, Early Round Head**

**V32.** Similar to Copenhagen, but more uniform in type, a little smaller, and somewhat earlier. Heads round, from 9 to 11 inches in diameter. Select imported seed. Pkt., 10c; oz. 25c;  $\frac{1}{4}$  lb., 70c; lb., \$2.10; 5 lbs., \$9.50, prepaid.

**New Danish Cabbage for Home Gardens—"Baby Head"**

**V33.** Originated by Hjalmar Hartmann of Copenhagen. A very early round head type, that takes little space for each plant. May be set as close as 8 inches apart. The heads are of medium size, just right for average family use, and exceedingly solid. Keeps well also, for an early variety. Pkt., 10c; oz., 30c;  $\frac{1}{4}$  lb., 80c; lb., \$3, prepaid.

**Danish Round Head (Short-Stemmed Hollander)**

**V35.** One of the best main crop varieties. Heads very solid; good keeper. The main variety grown by large gardeners and shippers for fall and winter use. The Standard best late cabbage. Long's special stock European grown seed. Pkt., 10c; oz 25c. For larger lots, see page 64.

**V30. ENKHUIZEN GLORY.** About same season as Winningstadt, but head is round instead of pointed. Pkt., 5c; oz., 20c.

**V29. EARLY JERSEY WAKEFIELD.** Small pointed head. Pkt., 5c; oz., 20c.

**V28. WINNINGSTADT.** Heads firm, slightly pointed; early sort, but good also for winter. Pkt., 5c; oz., 20c.

**V34. LATE FLAT DUTCH.** Very large. Pkt., 5c; oz., 20c.

**V36. MAMMOTH ROCK RED.** Large red cabbage. Pkt., 5c; oz., 20c.

**V37. SAVOY CABBAGE.** Leaves beautifully crimped. Fine flavor. Pkt., 5c; oz., 20c.

**V38 $\frac{1}{2}$ . BRUSSELS SPROUTS.** Miniature cabbages; grow closely on stalks. Pkt., 5c; oz., 30c

**V39 $\frac{1}{2}$ . CHINESE, or CELERY CABBAGE.** Early plants often run to seed. Sow in June. Tie up like cauliflower to blanch. Pkt., 10c; oz., 25c.

**For Larger Lots of Cabbage, See Page 64**



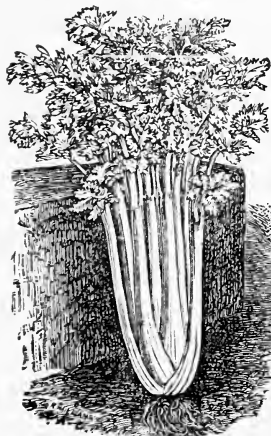
**LONG'S Cauliflower**

**V38. EARLY SNOWBALL.** (Henderson's strain.) Early and main crop variety.

**V39. DRY WEATHER.** Very large, and fine white heads. Resists drought well. Some gardeners prefer this to Snowball and grow it exclusively.

Price for either variety: Pkt., 10c;  $\frac{1}{4}$  oz., 50c;  $\frac{1}{2}$  oz., 90c; oz., \$1.50;  $\frac{1}{4}$  lb., \$5.50.

No Cauliflower Plants by Mail

**LONG'S Celery**

**Culture:** Sow in protected bed; sow thin and cover lightly. Transplant in June. Ask your County Agent or Agricultural College for special information on celery growing.

**V44. GOLDEN SELF-BLANCHING.** One of the best early kinds for fall use. Pkt., 10c;  $\frac{1}{2}$  oz., 30c; oz., 45c.

**V46. GIANT PASCAL.** The best late celery for winter use. May be blanched in garden, but to get those brittle sweet white stalks it

should be taken up, trenched or banked up in cellar. Pkt., 10c;  $\frac{1}{2}$  oz., 25c; oz., 40c.

**V45. WHITE PLUME.** Preferred by some to Self-Blanching. Fall variety easily blanched. Pkt., 5c;  $\frac{1}{2}$  oz., 25c; oz., 45c.

**V46½. GIANT PASCAL Special Stock.** Re-selected. Fine. Pkt., 15c;  $\frac{1}{2}$  oz., 35c; oz., 60c.

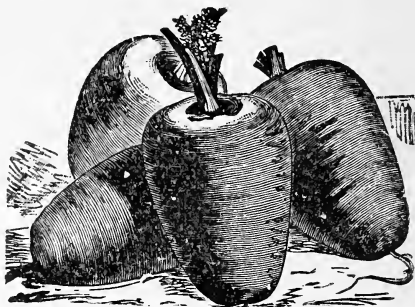
**V47. CELERIAC.** For seasoning meats and soups, also for salads. Grown exclusively for its turnip-shaped roots. Pkt., 5c; oz., 25c.

**Washington Asparagus**

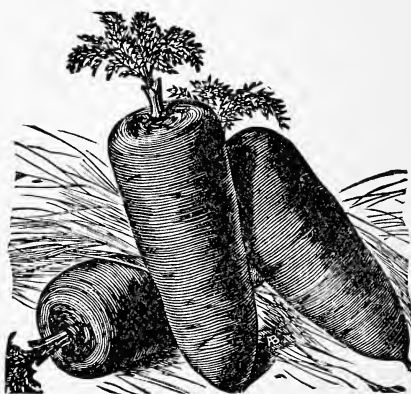
Seed: Pkt., 10c; oz., 30c;  $\frac{1}{4}$  lb., 75c.  
Roots: 15 for 50c; 40 for \$1.00; 100 for \$2.00. Prepaid.

**LONG'S Best Four Carrots**

For larger lots, see page 64.



**V40. OXHEART.** Short but thick roots, bright orange flesh; best for heavy soil; good table carrot. Pkt., 5c; oz., 10c.



**V41. DANVERS HALF LONG.** Smooth, medium length, orange color roots. Pkt., 5c; oz., 10c.

**V42. CHANTANEY.** Large. Similar to Danvers, but not quite so long. Splendid table carrot. Pkt., 5c; oz., 10c.

**V42½. NANTES.** An extra sweet table carrot. Roots do not taper much, but are almost cylindrical, about 6 inches long, and very smooth. Flesh orange-red, very sweet, and almost without core. Just fine. Pkt., 10c; oz., 15c.

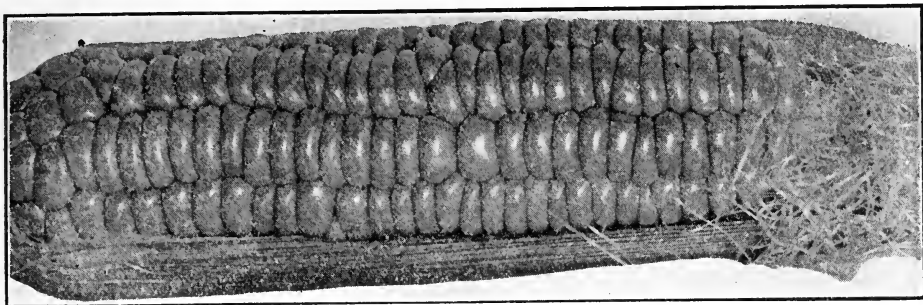
**Parsley**

**Culture:** Soak seed in tepid water a few hours before planting. cover  $\frac{1}{2}$  inch.

**V125. DARK MOSS CURLED.** Fine for garnishing. Pkt., 10c; oz., 15c;  $\frac{1}{4}$  lb., 50c.



# LONG'S Acclimated SWEET CORN Seed



## LONG'S Early "Peep O' Day"

**V48.** It's the early bird. Stands early planting. Originally this variety was quite small, but my Colorado grower has been selecting for size, and you will find a decided improvement in size of this favorite early corn.

## LONG'S Improved Golden Bantam

**V49.** If you plant just one kind of Sweet Corn, then make this the one. My Colorado strain has been improved the same as my Peep o' Day, by selection year after year, so that my stock now runs considerably larger than the regular Golden Bantam. Instead of just 8 rows, many ears will have 10 and 12 rows. One of the many good points about Bantam is that the silks or "whiskers" come out easily and leave a nice clean ear for cooking, while its special advantage over other varieties always has been and always will be its sweetness. In this it delivers the goods.

## COLORADO GROWN "EARLY SUNSHINE"

This new "Early Sunshine" is similar to Golden Bantam in color and delicious flavor. Fully as large as the original Bantam, but earlier—fully a week earlier. Originated way up in North Dakota by Prof. Yeager of the N. D. Agricultural College. Finest Colorado grown selected seed.

## LONG'S Giant Bantam

**V50.** Known also as Bantam-Evergreen, from crossing of these two splendid varieties, combining to a large degree the sweetness of Bantam and the size of Evergreen. Try this in place of Evergreen, or plant part each.

## LONG'S Golden Cream

Another addition to the Golden Bantam family. Cross between Bantam and Country Gentleman, having size, deep grains and zig-zag appearance of the latter, but more the color of Golden Bantam.

**V53. STOWELL'S EVERGREEN.** The standard big late Sweet Corn.

**V54. COUNTRY GENTLEMAN.** Tall, late, very sweet, with grains set zig-zag.

Several varieties discontinued. "Plant the best. Forget the rest."

**Prices: SWEET CORN in this column:**  
Large pkt., 10c; ½ lb., 15c; lb., 25c. Prepaid. For larger lots, see page 64.

## Two Early Money Makers

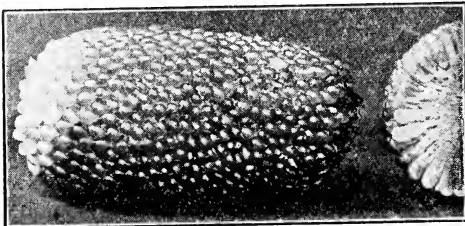
**JD Sez, Sez 'e,** "Take a tip from me—plant one or both of these and cash in when first roasting ears sell for three times as much as will bring when market flooded later."

**EARLY WHITE MARKET** (Gill). Earlier bigger, better than Peep O'Day. A winner if your market calls for white sweet corn. Pkt., 10c; ½ lb., 18c; lb., 30c; 2 lbs., 55c, prepaid. **Not prepaid:** 5 lbs. for \$1.10; 10 lbs. for \$2.00.

**EARLY GOLDEN GEM.** Exceedingly early variety, originated by North Dakota Experiment Station. Popular golden color. Pkt., 10c; ½ lb., 25c; lb., 40c; 2 lbs., 75c, prepaid. **Not prepaid:** 5 lbs., \$1.25; 10 lbs., \$2.20.

Write for prices on larger lots any variety sweet corn.

## LONG'S Japanese Rice Pop Corn



Ears are short and "stubby," but so "heavy sot" or big around that the yield is something astonishing. Each stalk has several good ears. Some ears have 32 rows. Grains very deep and slim. Hulls so thin and transparent that the Pop Corn just melts in your mouth.

**Price:** Pkt., 10c; ½ lb., 15c; lb., 25c, prepaid.

## Two Other Good Kinds

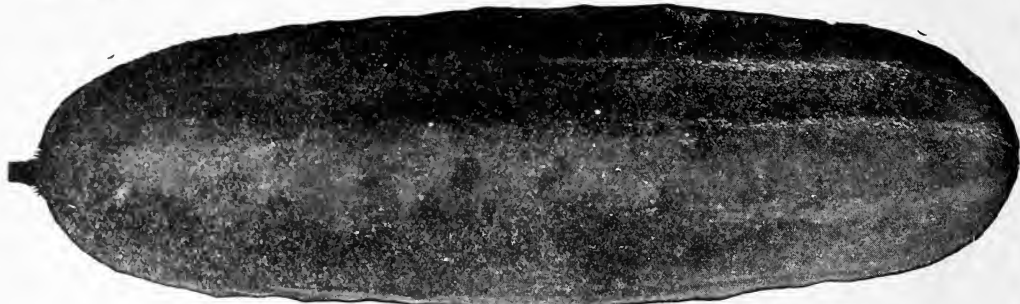
**V56. WHITE RICE.** Small pointed grains. Pkt., 5c; ½ lb., 13c; lb., 20c. Prepaid.

**V57. MAMMOTH WHITE, or SPANISH.** Extra large, sweet and tender. Extra early. Pkt., 5c; ½ lb., 12c; lb., 20c. Prepaid.

## MUSTARD

**V123½. OSTRICH PLUME.** Leaves long, ruffled and curved. Cook it like spinach. Pkt., 5c; oz., 10c; ¼ lb., 30c. Prepaid.

## **LONG'S Cucumbers—Best Pickling and Slicing Kinds**



**V66. "LONG'S LONG LONGED-FOR LONGEST LONG GREEN."** Extra long variety of beautiful appearance and splendid flavor. For pickles or slicing. For home or market. Pkt., 10c; oz., 30c;  $\frac{1}{4}$  lb., 90c.

Prices: All CUCUMBERS (except 66) at: Small Pkt., 5c; Large Pkt., 10c; oz., 15c. For larger lots see page 64.

**V61. EARLY FORTUNE.** Fine for pickles when small, and good slicer.

**V62. EARLY WHITE SPINE.** An old favorite; still good.

**V60. KLONDIKE.** Very early white spine.

**V63. BOSTON PICKLING.** Standard for pickles. Same as Chicago Pickling.

**V64. IMPROVED LONG GREEN.** Always good.

**V65. DAVIS PERFECT.** So nearly perfect in shape it often brings extra price.

**V67. WEST INDIA GHERKIN.** Very small prickly sort, for pickles only. Use when quite young. Pkt., 5c; oz., 25c.

### **LONG'S Head Lettuce**



Prices: All varieties LETTUCE (except New York): Pkt., 5c; oz., 10c. For larger lots, see page 64.

**V70. IMPROVED HANSON.** Good heading variety and may also be used as leaf lettuce when young.

**V71. ICEBERG.** Similar to Hanson. Crisp and tender. One of the best for home gardens. Fine as leaf lettuce also.

**V73. BIG BOSTON.** Popular market variety.

**V74. MAY KING.** Extra early.

**V75. DENVER MARKET.** Rather loose head; leaves light golden green, beautifully savoyed or crimped.

**V76. EARLY PRIZE HEAD.** Forms loose head. Leaves crimped; tinged brownish-red.

**V79. COS.** One of the surest blanching kinds, of elongated form.

### **Mountain Head Lettuce**

#### **LONG'S Special Stock**

**V72. NEW YORK.** Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. May have several more names, for all I know.

Don't pay extra for new, high sounding names. If you want to grow the best head lettuce of this type, then get the best seed of the genuine New York, no matter whether it is listed as this or given some new name.

Prepaid prices for true selected stock of this NEW YORK head lettuce seed: (Pkt., 10c.) (Oz., 20c.) ( $\frac{1}{4}$  lb., 60c.) (Lb., \$2.00.) (2 lbs., \$3.80.) (3 lbs., \$5.70.) (4 lbs., \$7.40.) (5 lbs., \$9.00.) (6 lbs., \$10.50.) (7 lbs., \$11.90.) (8 lbs., \$13.20.) (9 lbs., \$14.40.) (10 lbs., \$15.50.) All priced prepaid.

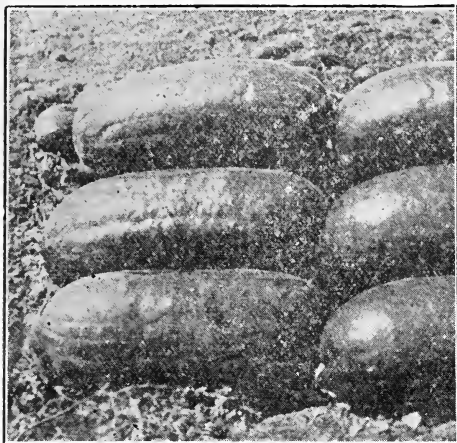
#### **Write for Prices on Larger Lots**

For years I've supplied many of the largest and most successful growers of Colorado Mountain Head Lettuce with this special high grade strain. It is grown for me by a lettuce seed grower in California who has specialized in this for more than 20 years, and developed an ideal type that is demanded by successful growers.

### **LONG'S Leaf Lettuce**

**V77. BLACK SEEDED SIMPSON.** Grows quickly, making fluffy loose bunch of tender creamy leaves of delicate flavor. Fine.

**V78. GRAND RAPIDS.** Makes large compact bunches of light green leaves with fringed edges. The kind to grow in hothouses and hotbeds or coldframes. Splendid for open garden also.

**LONG'S Water Melons**

**V92. KLECKLEY'S SWEET.** The skin is dark green, flesh bright scarlet, ripening close to the skin. Seeds lie close to rind, leaving a large solid heart which does not crack open when ripe. The scarlet flesh is sweet and sugary. Pkt., 5c; oz., 10c.

**V93. TOM WATSON.** Similar to Kleckley's Sweet, but still larger, and firmer, standing shipping and handling the best of any first-class melon. The rind is thin but tough; flesh bright red, delicious, sweet and satisfying. Pkt., 5c; oz., 10c.

**V94. ICE CREAM.** Fine, very sweet, early melon for home, or home market. Will not stand rough handling or shipping. Pkt., 5c; oz., 10c.

**V95. IRISH GRAY.** Large long melons with gray skin. Flesh firm, crisp and sweet. Shell tough, standing rough handling in shipping. Pkt., 5c; oz., 10c.

**LONG'S Musk Melons**

**V80. ROCKY FORD.** The original well-known, green meated strain. Pkt., 5c; oz., 10c.

**V83. POLLOCK No. 10-25, SALMON TINT.** The best Rocky Ford cantaloupe. Heavily netted; cut with golden center. Pkt., 5c; oz., 10c.

**V85. EMERALD GEM.** Small, early salmon flesh melon, fine grained and sweet. Small Pkt., 5c; Large Pkt., 10c; oz., 15c.

**V86. BURRELL'S GEM.** Larger, longer and firmer than Emerald Gem. Rather late. Small Pkt., 5c; oz., 10c.

**V88. HONEY DEW.** Large late melon that ripens after being picked and stored, if fails to mature in field. **Salmon flesh.** Pkt., 10c; oz., 15c.

**V89. HONEY DEW.** Same as V88, but flesh green. Large Pkt., 10c; oz., 15c.

**V81 BAY VIEW.** Large, long, early musk melon; flesh green. Pkt., 5c; oz., 15c.

**V90. GARDEN LEMON.** Very small. For pickles and preserves. Pkt., 5c; oz., 20c.

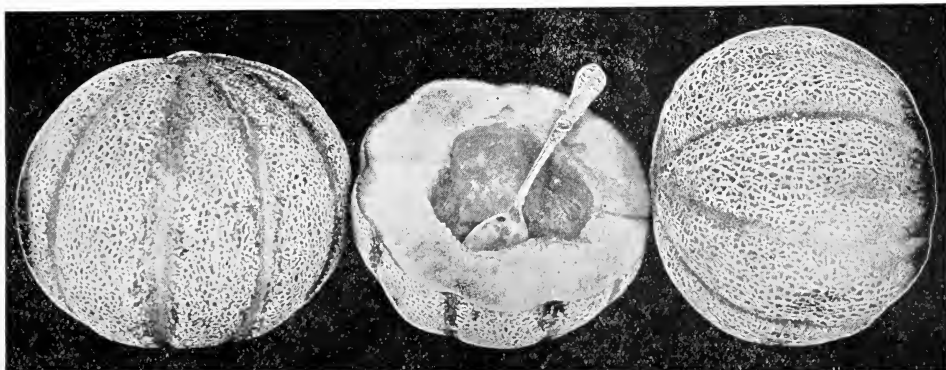
**V91½. ANDRUS MUSK MELON.** Cross between Greeley Wonder and Bay View. Salmon flesh. Pkt., 10c; oz., 20c; ¼ lb., 60c.

**V84. COLORADO CITRON.** Used for preserves. Pkt., 5c; oz., 15c; ¼ lb., 35c.

(For larger lots of Water Melon and Musk Melon, see page 64.)

**Banana Muskmelon**

**V88½. BANANA MUSKMELON.** The fruits are banana shape and have a banana-like flavor. Thick salmon flesh. Pkt., 10c; oz., 15c.

**LONG'S Greeley Wonder Melon—"Sweet as Honey"—Sure "Yum-Yum"**

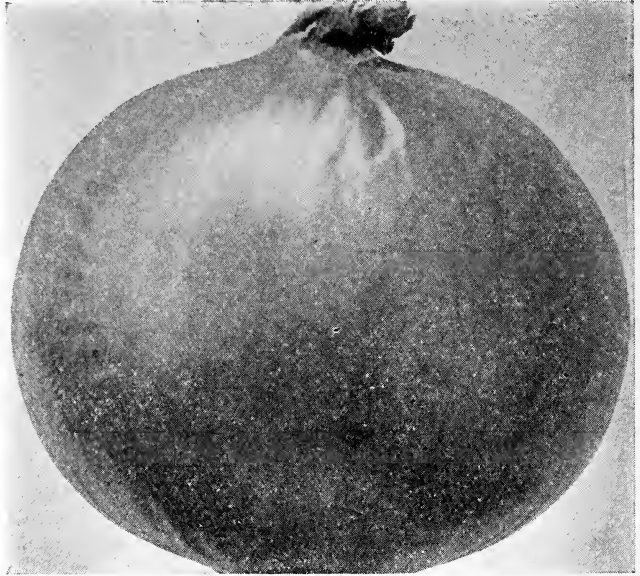
**V91.** This Colorado melon is a real wonder. Although earlier than the well-known Rocky Ford, it is ever so much larger, has finer flavor, weighs 5 to 8 pounds, with record of 12 to 15 pounds at times. Has the right of way on the Northern Colorado melon market. Does well wherever melons are grown. Salmon flesh. Pkt., 10c; oz., 15c; ¼ lb., 50c; lb., \$1.50; 2 lbs., \$2.80; 3 lbs., \$3.75; 4 lbs., \$4.80; 5 lbs., \$5.75, prepaid.

## Here's That Early Golden Yellow Colorado Onion

### Mountain Danvers Franklin's Improved Strain

**V103.** Over in western Colorado, way up at an altitude of over 6,000 feet, lived a gardener with an idea. This man believed he could develop an Onion that would yield well and mature perfectly in his section, where onion growing had been given up on account of the short season. He made good. By selecting and re-selecting he finally developed "Mountain Danvers."

For years Mt. Danvers onion made a great record as a flat to medium globe, but not uniform in color or type. Then my friend, A. L. Franklin, took it in hand and by years of selection brought it up to an ideal globe of unvarying golden yellow color. The bulbs are as sound as baseballs and almost as perfect in shape—about the shape of an apple. Necks thin; few or no scallions.



**Improved Mt. Danvers** is extra early, often being ready for market before main crop varieties come on, when it brings much higher prices. It is also one of the best main crop kinds, keeping and shipping especially well.

**Improved Mt. Danvers** insures a crop in many localities where season is short and ordinary kinds would not make good. Yet it is also meeting with much favor in lower altitudes. In some localities it has been grown to weigh a pound, record yields of 600 sacks to the acre being made under ideal conditions over on the Western Slope where this onion originated.

We have a customer up in Wyoming who plants 50 pounds or so of this seed every year, growing carloads of finest golden yellow globe onions for market.

**Price for true Improved Mt. Danvers seed:**  
Pkt., 10c; oz., 25c;  $\frac{1}{4}$  lb., 60c; lb., \$2.00; 2 lbs., \$3.90; 3 lbs., \$5.70; 4 lbs., \$7.40; 5 lbs., \$9.00; 10 lbs., \$17.00. Prepaid.

### Mountain Sweet Spanish

One of the finest, largest and best keeping of the Sweet Spanish types. Mountain Sweet Spanish is the result of continued mountain growing of the Riverside Sweet Spanish. An excellent variety for shipping or storing for winter use. The Onions are **very large globes**, and yield an enormous crop per acre. The flavor is sweet and mild. Pkt., 15c; oz., 30c;  $\frac{1}{4}$  lb., \$1.00; lb., \$3.75; 2 lbs., \$7.40; 3 lbs., \$10.90; 4 lbs., \$14.40; 5 lbs., \$17.60. Prepaid.

### **LONG'S** Southport Yellow Globe

**V105.** A standard commercial or main crop variety. Oz., 20c;  $\frac{1}{4}$  lb., 60c.

For larger lots, see page 64.

### Yellow Globe Danvers

**V106.** Well described by its name, Yellow Globe. Oz., 20c;  $\frac{1}{4}$  lb., 60c.

### **LONG'S** Red Wethersfield

**V99.** An old red variety still popular in some sections. Oz., 15c;  $\frac{1}{4}$  lb., 45c.

### **LONG'S** Brown Australian

**V100.** Discontinued. Plant Mt. Danvers instead. Much better.

### **LONG'S** Select Prize-Taker

**V96.** The big yellow variety, acclaimed from the popular Spanish Onion. Flesh white, and milder than many other varieties. Oz., 15c;  $\frac{1}{4}$  lb., 50c; lb., \$1.60.

### **LONG'S** White Silverskin

**V102.** (Also called White Portugal and White Danvers.) Produces good medium size bulbs. Is early, mild and long keeper. Oz., 25c;  $\frac{1}{4}$  lb., 70c.

### **LONG'S** Ideal White Globe

**V97.** Pure white, long keeping onion that matures fairly early. Oz., 25c;  $\frac{1}{4}$  lb., 70c.

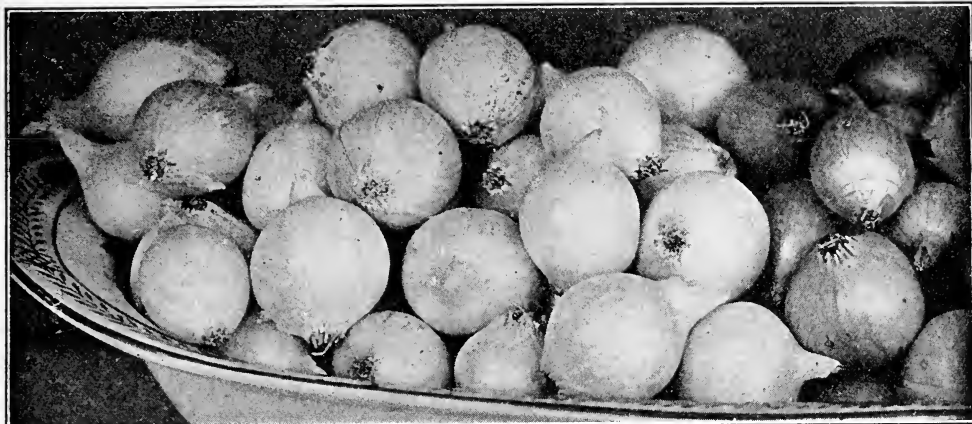
### **LONG'S** Southport Red Globe

**V104.**—Leading money maker for growers in some sections. Oz., 15c;  $\frac{1}{4}$  lb., 50c.

### **LONG'S** Early Barletta

**V101.** An early white variety used for pickling. Plant very thick. Oz., 20c;  $\frac{1}{4}$  lb., 60c.

Except where noted, all ONION SEED at: Small Pkt., 5c; Large Pkt., 10c.

**LONG'S** Colorado-Grown "Hand-Polished" Onion Sets

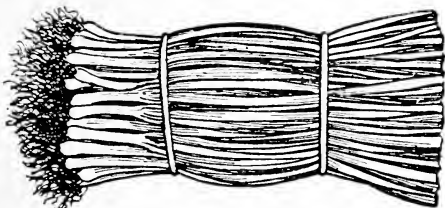
That's no joke. These sets are actually hand-polished as they are rubbed by hand to remove all dirt, roots, tops and any other trash.

For a succession of fresh Green Table Onions, plant sets at different times, from early March until July.

**Prices for Regular Sets**

	2nd	3rd	4th	5th
<b>YELLOW.</b>	Zone	Zone	Zone	Zone
Quart .....	\$.22	\$.23	\$.25	\$.28
4 Quarts .....	.80	.84	.92	1.00
8 Quarts .....	1.50	1.58	1.74	1.90
16 Quarts .....	2.70	2.86	3.18	3.50

<b>WHITE.</b>	2nd	3rd	4th	5th
Quart .....	.25	.26	.28	.30
4 Quarts .....	.90	.94	1.02	1.10
8 Quarts .....	1.75	1.83	1.99	2.15
16 Quarts .....	3.30	3.46	3.78	4.10

**Bermuda Onion Plants**

**CRYSTAL WHITE WAX.** The mildest of all white onions. Splendid to pull for green onions in early stages of growth. Produce large fine crystal white mature onions of large size; ripen very early, usually bringing top price of the season for early fall delivery.

Tied in bundles of approximately 100 plants to bundle. May be more, or less, but figured 100 to bundle. 200 (smallest order packed), 50c; 500 for \$1.00; 1,000 for \$1.80; 6,000 for \$8.00, prepaid within 4th zone.

**LONG'S** Hazel Size Sets

Hazels are just like other bottom sets except that they run smaller in size. The smaller size not only gives you about twice as many sets to the quart as you get when buying ordinary size sets, but also gives you a better set, for this reason: A good many sets of the size usually sold, will send up a seed stalk, which causes a hard, woody center.

But with Hazel Size Sets you rarely if ever have any trouble with seed stalks. They make the finest green onions and the best of matured bulbs, and the crop is ready for market before onions from seed come in.

**Prices for Hazel Sets**

(About 300 to the Quart.)

	2nd	3rd	4th	5th
<b>YELLOW.</b>	Zone	Zone	Zone	Zone
Quart .....	\$.32	\$.33	\$.35	\$.37
2 Quarts .....	.66	.68	.72	.76
4 Quarts .....	1.25	1.29	1.37	1.45
8 Quarts .....	2.20	2.28	2.44	2.60

**WHITE HAZELS.**

Quart ..	.40	.41	.43	.45
2 Quarts ..	.75	.77	.81	.85
4 Quarts ..	1.40	1.44	1.52	1.60
8 Quarts ..	2.50	2.58	2.74	2.90

**LONG'S** "Tiny" Onion Sets

The smallest of all Onion Sets about the size of a large garden pea. You don't need to set them, just sow in a row like peas and cover about one inch. They make early green onions a little later than regular sets and much earlier than seed. They are especially valuable for growing large dry onions for winter use. Being so small you get all the way from 600 to nearly 1,000 Tiny sets to the quart. Crop matures earlier than onions from seed.

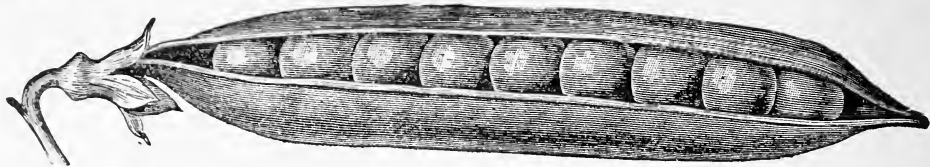
**WHITE TINY SETS:** Pint, 40c; qt., 75c. prepaid.

**YELLOW TINY SETS:** Pint, 35c; qt., 65c. prepaid.

All sets figured at 32 lbs. to bushel (1 lb. to quart).



# Popular, Profitable Peas for Particular Planters



## ***LONG'S* Large, Long, Luscious Laxtonian. Early, Too!**

**V406.** This big, long podded variety is ready for use as early as the small American Wonder, and only a little later than Alaska. Pods are long but vines are short. Peas are large, wrinkled, sweet, running 7 to 10 in a pod. Vines require no staking; rows may be planted close, to economize space; peas easily gathered by the handful, and the shelling of a mess is a short job, on account of the size of pods and peas. Pkt., 10c;  $\frac{1}{2}$  lb., 18c; lb., 30c; 3 lbs., 85c. Prepaid.

**Larger Lots:** Not prepaid. See page 64 regarding postage, if mailed, 5 lbs. for \$1.15; 10 lbs. for \$2.20; 25 lbs. for \$5.00. Ask for prices on any other quantity.

## ***LONG'S* Montana-Grown Early Giant Pod "Blue Bantam"**

**V408.** Nothing small or "Bantam" about this pea but the vines, which run 12 to 16 inches according to season, soil, water and cultivation. But the PEAS! Fine big pods, usually well-filled, with large and luscious peas. So like Laxtonian in every way that it's a toss-up as to which is the better. You can't lose if you bet on either one. Pkt., 10c;  $\frac{1}{2}$  lb., 18c; lb., 30c; 3 lbs. for 85c. Prepaid.

**Larger Lots:** Not prepaid. Same prices as for Laxtonia.

## ***LONG'S* Favorite Dwarf Variety for Second Early**

**V418. DWARF TELEPHONE.** A second early pea with short to medium vine, but pods and peas large like Laxtonian and almost as large as Tall Telephone. Just a little later than Laxtonian. One of the best.

Pkt., 10c;  $\frac{1}{2}$  lb., 15c; lb., 25c; 3 lbs. for 70c. Prepaid.

**Larger Lots:** Not prepaid. See page 64 regarding postage, if sent by mail. 5 lbs. for \$1.00; 10 lbs. for \$1.90; 25 lbs. for \$4.25. Ask for prices on any other quantity.

## Seven Other Good Kinds

**V410. ALASKA.** Early smooth pea, standing early planting, but hard to sell after the larger sorts come in a little later. Pkt., 10c;  $\frac{1}{2}$  lb., 15c; lb., 25c. Prepaid.

**V412. AMEER, or GIANT ALASKA.** Almost as early as Alaska, but much larger and better; is also smooth seeded, and will stand early planting. Pkt., 10c;  $\frac{1}{2}$  lb., 18c; lb., 30c. Prepaid.

**V422. EDIBLE POD.** Dwarf Gray Sugar. Pods as well as peas are cooked, like snap beans. Pkt., 10c;  $\frac{1}{2}$  lb., 18c; lb., 30c. Prepaid.

**V426. EVERBEARING (Bliss).** A later sort that continues bearing for a long time, though most other mid-season kinds do also. Pkt., 10c;  $\frac{1}{2}$  lb., 18c; lb., 30c. Prepaid.

**V428. GRADUS.** Called also Early Telephone. Tall vines, large pods and peas. Pkt., 10c;  $\frac{1}{2}$  lb., 20c; lb., 35c. Prepaid.

**V432. LITTLE MARVEL.** Early; vine short; pods not large, but always packed tight. Pkt., 10c;  $\frac{1}{2}$  lb., 18c; lb., 30c. Prepaid.

**V436. TALL TELEPHONE.** Very tall; pods very large. Pkt., 10c;  $\frac{1}{2}$  lb., 20c; lb., 35c.

**Culture Suggestions:** Peas grow and attain the stage just fine for "green peas" with so little care that they should be planted liberally. The plants store nitrogen in the soil for the crop to follow, and there is plenty of time to grow radishes, turnips, lettuce, beets, etc., after the peas have been used.

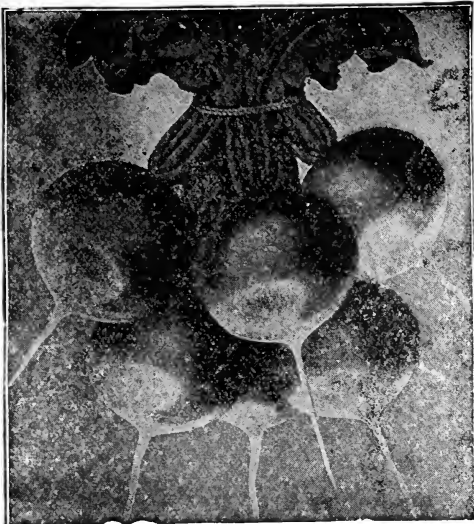
Bear this in mind. The smooth varieties, like Alaska and Ameer, may be planted very early, even in February if soil permits. They seldom, if ever, rot in the cold wet ground. Because of this these kinds are valuable. They deliver the goods early. But the wrinkled kinds—Laxtonian, Blue Bantam, Dwarf Telephone—in fact, all the others in my list, are sweeter and should be planted fairly early. A long spell of cold wet weather in early spring may cause the seed to rot, but this seldom happens. Your largest plantings should be of these wrinkled, sweeter kinds.

Peas thrive best in the cooler early months of the season, and do not do very well from late plantings. Beans like hot weather but peas prefer it cooler. So plant liberally early in spring.

Sow rather thick, using a pound to about 125 feet of row, though thinner may be best if shy on moisture.

**For larger lots, see page 64.**



**LONG'S Crisp Radishes for Home and Market**

**V135. EARLY SCARLET TURNIP, WHITE TIP.** Quick growing variety, very attractive for bunching account rich red color, except bottom, which is white, as illustrated above. Small Pkt., 5c; Large Pkt., 10c; oz., 15.

**V137. GLASS, or CINCINNATI MARKET.** Corresponds to Icicle, but color is red. The best long red. Pkt., 5c; oz., 10c.

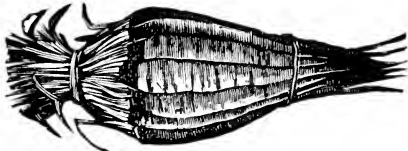
**V138. FRENCH BREAKFAST.** An old favorite of the half long type. Color red, shading to white at base. Soon gets pithy. Pkt., 5c; oz., 10c.

**V139. SAXA.** New. Exceedingly early bright scarlet round radish, with few leaves. Flesh snow white; very mild. Follow with Crimson Giant, which is a little later and keeps tender long time. Pkt., 10c; oz., 15c.

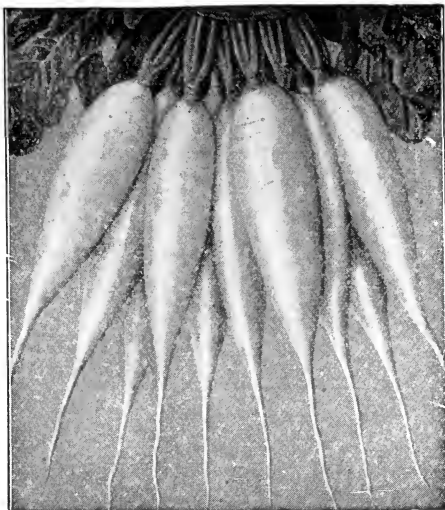
**V140. WHITE STRASBURG.** Similar to Icicle but larger and later. Pkt., 5c; oz., 10c.

**V141. CRIMSON GIANT.** Here's a hummer! Round, bright red, growing quickly to bunching size, but will keep right on growing to large size without losing its crispness. I plant Crimson Giant and Icicle from early spring until September and we have fresh, crisp radishes all summer and until late in fall. Small Pkt., 5c; Large Pkt., 10c; oz., 15c.

For larger lots, see page 64.

**LONG'S Vegetable Oyster**

**V176.** Good substitute for oysters. Sow where may remain until late in fall, or may be left in ground and dug as needed in winter. Large Pkt., 10c; oz., 20c; ¼ lb., 60c.

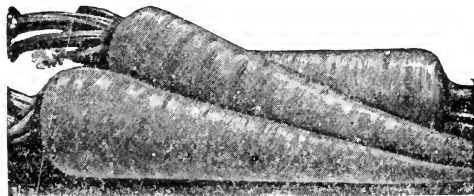


**V136. WHITE ICICLE.** Not in a thousand years could you think of a better name for this popular radish. The name just fits. Is one of the earliest long radishes, good for sowing every few weeks from early spring until September. My stock of this is very fine. Small Pkt., 5c; Large Pkt., 10c; oz., 15c.

**V142. CHINESE ROSE (White).** Pink, oval or half long. Pkt., 5c; oz., 10c.

**V143. WHITE CHINESE.** (Winter.) Very large, mild and juicy. Extra fine. Pkt., 10c; oz., 15c.

For larger lots, see page 64.

**LONG'S Parsnips**

**Culture:** Sow early in deep mellow soil, pressing soil after planting.

**V126. HOLLOW CROWN.** Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 70c; 5 lbs., \$3.00, prepaid.

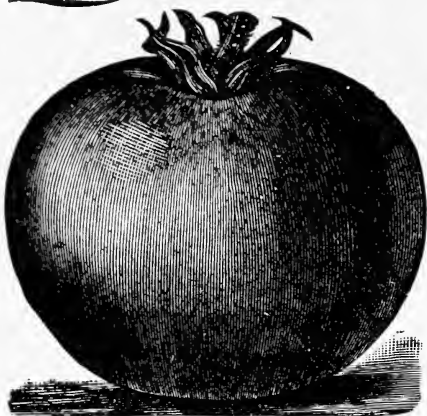
For larger lots, see page 64.

**LONG'S Pumpkins**

**V132. SMALL SUGAR.** The good old yellow pie pumpkin. Pkt., 5c; oz., 10c; ¼ lb., 25c.

**V133. LARGE FIELD.** Pkt., 5c; oz., 10c; ¼ lb., 25c.

**V134. KING OF MAMMOTHS.** Largest of all pumpkins, yet good for pies as well as for stock. Pkt., 10c; oz., 15c; ¼ lb., 35c.

**LONG'S Select Tomatoes**

**Culture:** Sow the seed in boxes in the house or in hot bed 6 to 8 weeks before time to set out. **Tomato seed must be kept warm** to start it. (Same with pepper seed.) If come up thick, thin at once. When plants have 5 leaves transplant to shallow boxes or cold frames. Set plants 3 to 4 inches apart. Gradually harden them off by exposing to outdoor air to get stalky, sturdy plants.

Set plants deep in garden or field, about three feet apart.

Except where noted, all **TOMATO SEED** at 5c, small pkt.; large pkt., 10c.

**V154. EARLIANA.** Is somewhat small, but earliest of all. Select seed.  $\frac{1}{2}$  oz., 25c; oz., 40c;  $\frac{1}{4}$  lb., \$1.00; lb., \$3.50.

**V154½. EARLIANA (Special Strain.)** Seed saved from finest globe-shaped tomatoes of earliest maturity. Pkt., 10c;  $\frac{1}{2}$  oz., 35c; 1 oz., 60c;  $\frac{1}{4}$  lb., \$1.70. ....

No Tomato Plants by Mail.

**LONG'S Early Red Head**

**V160. RED HEAD** is a "Red that is Red," real early tomato of medium size, almost round, solid and smooth and of good flavor. Sets heavy, and keeps right on bearing during the whole season. Pkt., 10c;  $\frac{1}{2}$  oz., 25c; oz., 45c;  $\frac{1}{4}$  lb., \$1.40; lb., \$4.80.

**V155. BONNY BEST.** Bright scarlet. Few days later than Earliana, but larger and smoother. Good for early medium and late.  $\frac{1}{2}$  oz., 25c; oz., 40c;  $\frac{1}{4}$  lb., \$1.00; lb., \$3.50.

**V156. CHALK'S EARLY JEWEL.** Deeper red than Earliana, larger and very good.  $\frac{1}{2}$  oz., 25c; oz., 40c;  $\frac{1}{4}$  lb., \$1.00; lb., \$3.50.

**V157. LIVINGSTON'S BEAUTY.** Medium early, smooth, prolific, purplish red. Standard main crop variety.  $\frac{1}{2}$  oz., 25c; oz., 40c;  $\frac{1}{4}$  lb., \$1.00; lb., \$3.50.

**V158. MARGLOBE.** Large, smooth, solid, bright red tomato especially resistant to rust and wilt. Developed by Prof. Fritchard of U. S. Dept. of Agriculture. Select seed. Pkt., 10c;  $\frac{1}{2}$  oz., 30c; oz., 50c;  $\frac{1}{4}$  lb., \$1.40.

**V162. PONDEROSA.** Largest of all tomatoes, sometimes fuzzy, few seeds. Pkt., 10c;  $\frac{1}{2}$  oz., 25c; oz., 45c;  $\frac{1}{4}$  lb., \$1.20.

**V163. JOHN BAER.** Extra early scarlet. Big yielder. Highly recommended by our Agricultural College.  $\frac{1}{2}$  oz., 25c; oz., 40c;  $\frac{1}{4}$  lb., \$1.00; lb., \$3.50.

**V163½. JOHN BAER (Special Strain.)** Result of year's selecting to obtain earliest and best fruits of this variety. Pkt., 10c;  $\frac{1}{2}$  oz., 35c; oz., 60c;  $\frac{1}{4}$  lb., \$1.80.

**V164. YELLOW PEAR.** Small pear-shaped tomato for preserving.  $\frac{1}{2}$  oz., 25c; oz., 45c;  $\frac{1}{4}$  lb., \$1.00; lb., \$3.50.

**V165. GROUND CHERRY.** Also called Strawberry, or Husk Tomato. Each fruit in husk. Sweet and fine for preserving or pies. Pkt., 10c;  $\frac{1}{2}$  oz., 30c; oz., 50c.

**LONG'S Peppers**

**Culture:** Sow  $\frac{1}{4}$  in. deep in hotbed or shallow boxes. Follow same suggestions given above for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12 x 24 inches, after late frosts.

**V127. RUBY KING.** Large sweet pepper. Pkt., 5c;  $\frac{1}{2}$  oz., 25c; oz., 45c.

**V128. CHINESE GIANT.** Larger than Ruby King. Mild. Pkt., 10c;  $\frac{1}{2}$  oz., 25c; oz., 45c.

**V129. LONG RED CAYENNE.** Pkt., 5c;  $\frac{1}{2}$  oz., 20c; oz., 40c. "Full of pep."

**V129½. RED CHILL.** Small, red, very hot. Pkt., 5c;  $\frac{1}{2}$  oz., 25c; oz., 45c.

**V130. PIMENTO.** Mildest of all peppers. Pkt., 10c;  $\frac{1}{2}$  oz., 30c; oz., 60c.

**V131. NEAPOLITAN.** Early. Fruit grow upright. Pkt., 5c;  $\frac{1}{2}$  oz., 20c; oz., 40c.

**Three Fine Giant Peppers**

**V121. HARRIS EARLY GIANT.** Earliest of all giant peppers. Enormous fruits nearly 5 inches high and  $3\frac{1}{2}$  inches through. The deep green peppers turn to brilliant red. Flesh thick and of sweet, pleasant flavor. Fruits begin setting when plants are quite small. Valuable for home or market. Pkt., 10c;  $\frac{1}{2}$  oz., 25c; oz., 45c;  $\frac{1}{4}$  lb., \$1.40.

**V122. WORLD BEATER.** A cross between Chinese Giant and Ruby King, having earliness of latter and size of the former. Flesh thick and mild. Very productive. Pkt., 10c;  $\frac{1}{2}$  oz., 25c; oz., 40c;  $\frac{1}{4}$  lb., \$1.30.

**V123. CALIFORNIA WONDER.** Similar to Chinese Giant, with remarkably crisp, tender and sweet flesh  $\frac{1}{4}$  to  $\frac{3}{8}$  inch thick. Flavor like that of Pimentos. A little late for sections with short growing seasons, where Harris Early Giant would do better. Pkt., 10c;  $\frac{1}{2}$  oz., 35c; oz., 60c;  $\frac{1}{4}$  lb., \$1.80.

**Tomato-Pepper**

**V166. A** "What-is-it?" vegetable of fine flavor, combining the qualities of pepper and tomato. Claimed by some a cross; by others a very mild pepper. Pkt., 10c.

Seldom anything gained, often time lost, by setting tomato and pepper plants out before ground and weather warm.

**LONG'S Squash**

For larger lots, see page 64.

**V149. TRUE HUBBARD.** The good old green, solid, hard shell, long keeping, fine flavored kind that melts in your mouth. Pkt., 5c; oz., 10c.

**V150. SWEET POTATO. (Pike's Peak or Sibley.)** Large oval squash, tapering at blossom end. Skin olive-green. When baked, resembles sweet potatoes. Pkt., 5c; oz., 10c.

**V151. DELICIOUS.** Varies in form and color, but always good. Pkt., 5c; oz., 10c.

**V152. WHITE BUSH SCALLOPED.** For summer use. Pkt., 5c; oz., 10c.

**V153. GIANT CROOKNECKED.** Best of summer squashes. Pkt., 5c; oz., 10c.

**V154. BANANA.** As name implies, this is a long squash. When baked, the thick golden meat is indeed delicious. Pkt., 10c; oz., 15c.

**V155. NEW TABLE QUEEN or ACORN.** Small but very prolific. Shape suggests name, **ACORN.** Size, 5 to 6 in. long; 4 to 5 in. across. Flavor splendid. Table Queen usually has thin, dark green shell but color varies. Can be baked or boiled in 20 minutes. Served in halves it is most attractive and delicious. Early, yet stores well. Best of all, is far less subject to insect pests than other squashes. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.20.

**LONG'S Spinach**

**V145. BLOOMSDALE, SAVOY LEAVED.** One of the best early varieties. Pkt., 5c; oz., 10c.

**V146. MONSTROUS-LEAVED VIROFLAY.** Vigorous growing early kind with large, thick dark green leaves. Pkt. 5c; oz., 10c.

For larger lots, see page 64.

**LONG'S Turnips**

**Culture:** Turnips do best in rich, loose soil, but thrive under less favorable conditions. May be sown from early spring until August. For main crop for winter use, sow in July.

**V169. Early Snowball.** Small, pure white, round, extra early; very tender and sweet. Ideal early table turnip.

**V170. EXTRA EARLY PURPLE TOP MILAN.** The earliest of all turnips. Medium size. Somewhat flat.

All Turnip seed at: Pkt., 5c; Large Pkt., 10c; Oz., 15c.

**V171. EXTRA EARLY WHITE MILAN.** Similar to V170, but pure white.

**V172. PURPLE TOP STRAP LEAVED.** Good for early or main late crop. Purple Top Globe is better.

**V173. WHITE EGG.** Quick growing, egg-shaped, pure white variety, for spring or summer growing. Good size.

**V174. PURPLE TOP GLOBE.** Similar to White Egg in shape but with purple top.

**V174½. AMBER GLOBE.** Same shape as White Egg, but color nearly yellow.

For larger lots, see page 64.

**LONG'S Best Rutabaga**

**V175. AM. PURPLE TOP.** Color purple above and yellow under the ground. Flesh yellow and solid; few leaves and small neck. Pkt., 5c; large pkt., 10c; oz., 15c; ¼ lb., 30c; lb., 80c.

**"King of Denmark" Spinach**

A new variety from Denmark that has the good qualities of such sorts as Bloomsdale and Viroflay, being similar in growth and appearance, but far superior in that it does not run to seed so quickly. Makes a quick growth of dark green leaves, large and attractively crumpled. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 50c; 5 lbs., for \$2.25.

**LONG'S Leeks**

**V788. LEEK.** Pkt., 5c; oz., 25c; ¼ lb., 75c.

**Okra, or Gumbo**

The green pods are used in soups, to which they impart a rich flavor. Sow in open garden but not until ground is warm. Thin to 10 inches. Pkt., 5c; oz., 15c; ¼ lb., 40c.

## LONG'S Larger Lots at Lower Prices

Everything except Peas, Beans and Sweet Corn is priced prepaid, P. P. or Exp. In ordering Peas, Beans and Sweet Corn, add for each pound: 1c for 2nd zone; 2c for 3rd; 4c for 4th; 6c for 5th; 8c for 6th; 10c for 7th; 12c for 8th. I will pay additional postage. (Your postmaster will give you the correct zone.)

### BEANS: (Postage extra. See above.)

Brittle Wax: 5 lbs. for \$1.25; 10 lbs. for \$2.20; plus postage.

Stringless Green Pod. Ky. Wonder, Henderson Lima, 5 lbs., \$1.10; 10 lbs., \$2.00, plus postage. See rates above.

B. Bush Lima: 5 lbs., \$1.60, plus postage.

### BEETS

All Beets:  $\frac{1}{4}$  lb., 25c; lb., 75c; 5 lbs., for \$3.40.

### CABBAGE

Copenhagen Market and Danish Roundhead, select Danish grown seed:  $\frac{1}{4}$  lb., 75c; lb., \$2.20; 5 lbs., \$10.00.

All other Cabbage, except where otherwise priced:  $\frac{1}{4}$  lb., 60c; lb., \$1.40; 5 lbs. for \$6.00.

### CARROT

All Carrots:  $\frac{1}{4}$  lb., 30c; lb., 90c; 2 lbs., \$1.60; 5 lbs. for \$3.70.

### SWEET CORN: (Postage extra. See above.)

All kinds in left column, page 55. 5 lbs. for 90c; 10 lbs. for \$1.75; plus postage.

### POP CORN: (Postage extra.)

Japanese Rice: 5 lbs. for \$1.10; 10 lbs. for \$2.00. Others same prices as Sweet Corn. Postage extra.

### CUCUMBER

All except V67 and V66:  $\frac{1}{4}$  lb., 30c; lb., 90c; 5 lbs. for \$4.40.

### LETTUCE

NEW YORK: See page 56.

All other Lettuce:  $\frac{1}{4}$  lb., 30c; lb., 90c; 5 lbs. for \$4.40.

### MUSK MELON

All but V91 and V91 $\frac{1}{2}$  at:  $\frac{1}{4}$  lb., 30c; lb., 90c; 5 lbs., for \$4.00.

### WATER MELON

All varieties:  $\frac{1}{4}$  lb., 30c; lb., 80c; 5 lbs. for \$3.50; 10 lbs. for \$6.60.

### ONION: (Write for prices on larger lots.)

Red Wethersfield: lb., \$1.40; 5 lbs., \$6.50.

Barletta, So. Yellow Globe, Yellow Globe Danvers: lb., \$1.80; 5 lbs., \$8.00.

Silverskin and Ideal White Globe: lb., \$2.00; 5 lbs., \$9.00.

So. Red Globe: lb., \$1.50; 5 lbs., \$7.00; 10 lbs., \$13.00.

Mountain Danvers: (See page 50.)

### PEAS: (Postage extra. See above.)

Gradus, Tall Telephone, Little Marvel: 5 lbs. for \$1.10; 10 lbs. for \$2.00; plus postage.

Alaska, Ameer, Edible Pod, Everbearing: 5 lbs. for \$1.00; 10 lbs. for \$1.80; plus postage.

### PUMPKIN

Sugar:  $\frac{1}{4}$  lb., 25c; lb., 65c; 5 lbs., \$3.00.

Field:  $\frac{1}{4}$  lb., 25c; lb., 60c; 5 lbs., \$2.75.

King of Mam.:  $\frac{1}{4}$  lb., 35c; lb., \$1.20.

### RADISH

Crimson Giant, Early Scarlet Turnip, White Tip (Sparkler Strain), Icicle, Saxa:  $\frac{1}{4}$  lb., 30c; lb., 90c; 5 lbs., \$4.00.

All other kinds:  $\frac{1}{4}$  lb., 25c; lb., 80c; 5 lbs. for \$3.50.

### SPINACH

Bloomdale and Viroflay:  $\frac{1}{4}$  lb., 20c; lb., 45c; 5 lbs. for \$1.60.

### SQUASH

All except V155 at:  $\frac{1}{4}$  lb., 30c; lb., \$1.00; 5 lbs. for \$4.40.

### TURNIP

Purple Top Strap and Amber Globe:  $\frac{1}{4}$  lb., 25c; lb., 60c; 5 lbs. for \$2.80.

All other Turnips:  $\frac{1}{4}$  lb., 30c; lb., 70c; 5 lbs. for \$3.20.

## Scarlet Runner Bean

Very rapid climber. One customer says it must have been Scarlet Runner bean which grew so fast and enabled Jack the Giant Killer to make his get-away. Blossoms bright red. Beans good to eat, as snap beans. Pkt., 10c;  $\frac{1}{2}$  lb., 25c; lb., 45c.

## Mammoth Sunflower

Special Stock: Pkt., 5c; lb., 30c; 5 lbs. for \$1.20; 10 lbs. for \$2.20; prepaid.

## Endive

**WHITE CURLED.** The variety most used. Pkt., 5c; oz., 15c;  $\frac{1}{4}$  lb., 30c.

**BROAD LEAVED.** Plain, broad leaves. Pkt., 5c; oz., 15c;  $\frac{1}{4}$  lb., 30c.

## Egg Plant

Culture: Start plants in box or hotbed. Do not set out until quite warm weather. Very tender. Ground should be rich.

**V68. BLACK BEAUTY.** Pkt., 10c;  $\frac{1}{2}$  oz., 25c.

## Rhubarb, or Pie Plant

Sow the seed in spring, and transplant where wanted the following spring. Pkt., 5c; oz., 20c.

**RHUBARB ROOTS.** Each, 25c; 3 for 70c; 5 for \$1.00; prepaid.

## LONG'S Kohl-Rabi

**WHITE VIENNA.** The best. Pkt., 10c; oz., 25c;  $\frac{1}{4}$  lb., 70c.

## Kale, or Borecole

Used for greens. Pkt., 5c; oz., 15c.

## LONG'S Herbs—All 10c Pkt.

Caraway

Catnip

Coriander

Dill—Oz., 15c

Sage— $\frac{1}{2}$  Oz., 25c

Fennel

Lavender

Marjoram

Rosemary

Savory

... and another rare  
Gladiolus

# Coryphee

Originated by  
Wm. Pfitzer

Introduced by  
Konynenburg & Mark, Ltd.,  
Holland's leading Gladiolus  
Specialists.

My bulbs grown here from original stock imported by me under special government permit.

Soft pink, same color as the inside of a fresh Ophelia Rose, 8 to 10 big, round, well-formed flowers open at the same time. Very tall and stately.

Strong, healthy Bulbs—true to name:

**Coryphee Large Bulbs**  
Each 35c; 3 for \$1.00; 10 for \$3.00

**Coryphee Medium Bulbs**  
Each 20c; 6 for \$1.00; 10 for \$1.60

**Coryphee Small Bulbs**  
2 for 20c; 10 for 80c

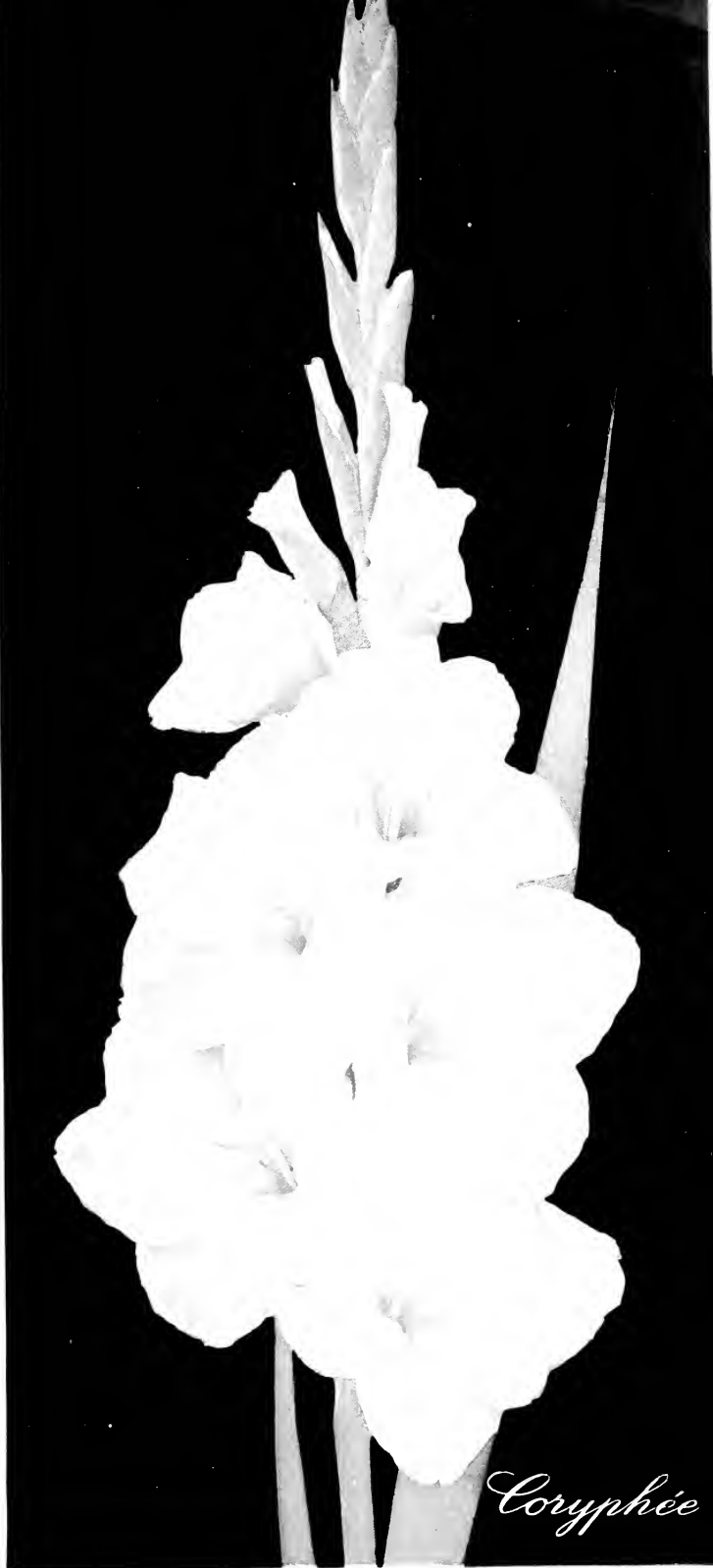
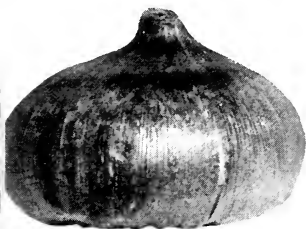
**Coryphee Bulblets**  
40 for 50c

## CORYPHEE Long Season Assortment

This assortment will be all Coryphee variety, but the bulbs will be mixed sizes, from about  $\frac{1}{2}$  inch up to  $1\frac{1}{4}$  or so. The idea is that different size bulbs bloom at different times. So by planting the assorted sizes you get a **Long Season of Bloom** from the one planting.

2 Large Bulbs  
3 Medium Bulbs **\$1.00**  
4 Small Bulbs  
Prepaid, all for

4 Assortments for  
\$3.60 Prepaid



*Coryphee*



## **LONG'S Dahlia-Flowered Zinnias** (True Aristocrats)

- Z13 **Exquisite.** Light rose, center a deeper rose. Immense.  
 Z14 **Golden State.** Rich orange-yellow.  
 Z15 **Crimson Monarch.** Gigantic, largest of the red shades.  
 Z16 **Dream.** A fine deep lavender, turning to purple.  
 Z17 **Lemon Beauty.** Immense golden-yellow on brown.  
 Z18 **Canary Bird.** Immense primrose.  
 Z19 **Polar Bear.** Pure white. The largest white zinnia.  
 Z20 **Purple Prince.** Rhodanthe purple, large and well formed.  
 Z21 **Scarlet Flame.** Large, bright scarlet, orange blending.

**SPECIAL:** Any 3 packets  
 Dahlia-Flowered Zinnias for  
 25c. One pkt. each of these  
 9 named varieties for 70c.

**PRICES:** Any Dahlia-Flowered Variety or mixed at: Pkt., 10c; ¼ oz., 40c; ½ oz., 70c; oz., \$1.25.

## **LONG'S Colossal Zinnias** (Gorgeous)

- |                       |                          |                  |                         |
|-----------------------|--------------------------|------------------|-------------------------|
| Z1 <b>Snow White</b>  | Z2 <b>Apricot-yellow</b> | Z3 <b>Pink</b>   | Z6 <b>Golden-yellow</b> |
| Z7 <b>Rich Orange</b> | Z8 <b>Purple</b>         | Z9 <b>Salmon</b> | Z10 <b>Scarlet</b>      |
- Price for any color Colossal: Pkt., 8c; 4 for 25c; ½ oz., 40c; oz., 70c.

## **LONG'S Mastodon Mixed Zinnias for 1932** (Unusual)

- Z24 A marvelous "All-in-One" mixture of my gigantic Dahlia-Flowered Strain and choicest Colossal in giant size and rare colors. Bound to make a wonderful show from mid-summer to killing frost. Pkt., 10c; ¼ oz., 30c; ½ oz., 50c; oz., 90c.

**THE J. D. LONG SEED COMPANY**  
**Boulder, Colorado**